

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.61 Index*

The Amazing . . .

PINK DOGWOOD ROSE



Tall (3 to 4 ft.) bushes will be covered with gorgeous deep pink blooms ALL SUMMER LONG.

Everblooming

CLUSTER ROSES

BUSHES 3 FT. HIGH

Blooms All
Season



EVERBLOOMING "PINK DOGWOOD" ROSE
2 for \$3.85 (postpaid) . . . for details see page 5

LIVING FENCES . GIANT SHRUB ROSES . HYBRID
TEA ROSES . TREE ROSES . MINIATURE ROSES
FRUIT TREES . SHADE TREES . GLADIOLUS
TUBEROUS BEGONIAS . DWARF FRUIT TREES
AMAZING NEW SPRAY AND FERTILIZER

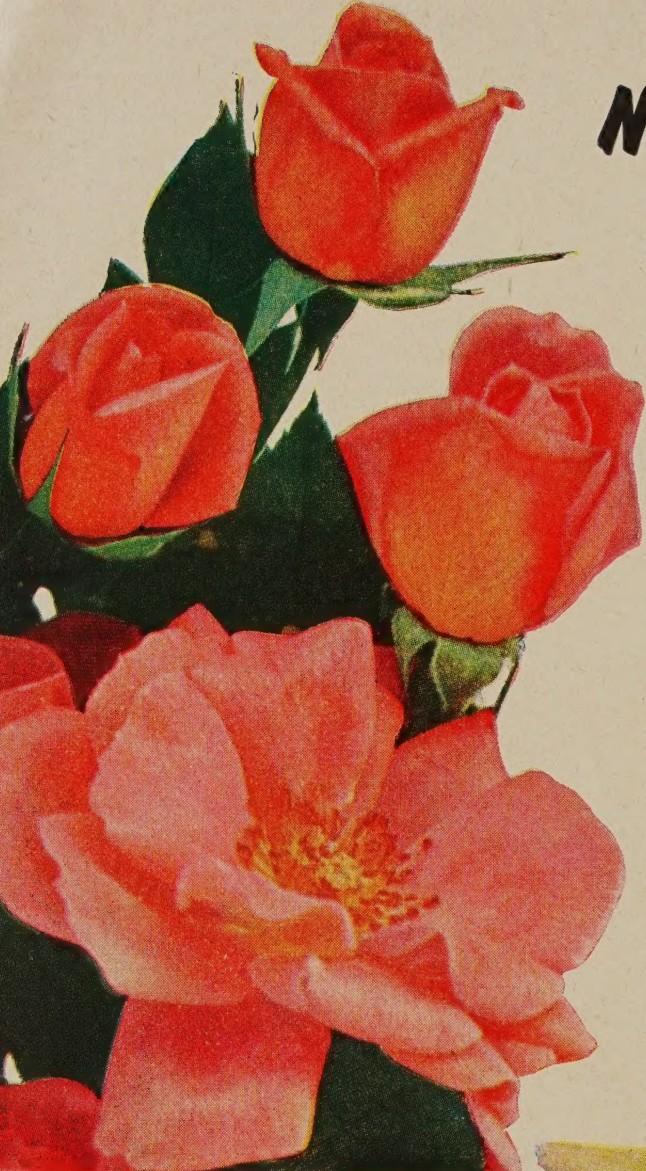


ED SCOFIELD'S

Geneva Gardens

SPRING 1952

GENEVA, N.Y.



NEWEST AND BEST

AS REPORTED BY AMERICA'S

THREE TOP FAVORITES

FASHION, PEACE and NEW YORKER have walked off with more prizes, ribbons and medals than any other 10 roses put together!

Order Group No. 33 and I'll send you one each of these Prized Roses!

ORDER GROUP No. 33

**1 FASHION Only \$6.95
1 PEACE
1 NEW YORKER**

Postpaid

FASHION 

© Winner of 5 Special International Prizes!



PEACE 

Most Rugged and Easiest of All Roses To Grow in Any Garden.

NEW YORKER

Considered by many
"The BEST Red Rose
of all Time!"



PATENTED ROSES

LEADING TEST GARDENS

CRIMSON GLORY A velvety-crimson rose you'll never beat for lovely form, depth of color and fragrance! Number 1 favorite of the American Rose Society for years; also voted most fragrant rose in existence. It's a toss-up whether this rose or NEW YORKER is the best red. \$1.90 ea.; 3 for \$5.45

CHARLOTTE ARMSTRONG This one's enormous...over 6" across, and perfect in every way. A great favorite out in California. It's a deep-glowing rose-red; lots of blooms all season. \$2.15 ea.; 3 for \$6.20

DIAMOND JUBILEE Holy smokes, what a rose this is! A big, full bloom 6" and more across, of warm buff-orange. Sparkles and glistens in the sunlight. Heavy petals don't fade or burn...stems are very strong and straight. Very resistant to disease. Unique color and husky growth. \$2.15 ea.; 3 for \$6.20

FORTY-NINER A brilliant two-color rose...inside of petals bright chrome-yellow, outside a vivid red. Color changes as you look at it from side to side. Swell form and good grower. \$2.15 ea.; 3 for \$6.20

K. T. MARSHALL Here's a pink rose that's in a class by itself! Big and beautiful...it's the kind of rose you'll always love and admire. Huge graceful buds; slow opening and rich pink color. \$1.90 ea.; 3 for \$5.45

MANDALAY Largest of all yellow roses; blooms frequently over 6" across! And it's a brilliant golden yellow color that never fades. Stands out in your garden like a beacon of beauty. \$2.15 ea.; 3 for \$6.20

NEW YORKER A lot of experts call this "The BEST Red Rose of All Time!" Guess they're probably right too. It sure is a humdinger...so red it almost makes you blink your eyes when you look at it. Easy rose to grow...always bright and showy. See color picture on other page. \$2.15 ea.; 3 for \$6.20

PEACE Rose experts and catalog writers go stark raving mad when they try to describe this...It's so beautiful!...So perfect!...So darned awful easy to grow! I've told hundreds of customers, "Peace is without exaggeration the finest and most beautiful rose in the world." Order one if you don't have it already. I'll refund double your money if you don't say it's the best rose in your garden. \$2.65 ea.; 3 for \$7.65

POSTPAID . . . SATISFACTION GUARANTEED

ALL-AMERICA PRIZE WINNERS

Special collection of 5 All-America Roses that have won top-honors in the "Miss America" Beauty Contest for roses. One Each of 5 Varieties

Peace, Charlotte Armstrong, Diamond Jubilee, Forty-Niner, K. T. Marshall

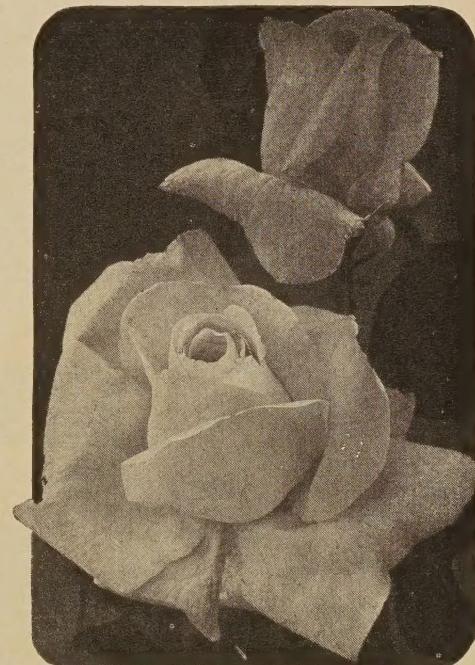
**ORDER
GROUP 34**

Only \$10.65
(Postpaid)



ENCHANTMENT This peach-pink beauty doesn't seem real, it's so perfect. The coloring blends various silver and pink tones together into the prettiest picture you ever saw. Enormous 6" blooms all season.

\$2.15 ea.; 3 for \$6.20



ECLIPSE Golden-yellow blooms, deep green waxy foliage and remarkable "streamlined" buds put Eclipse in a class by itself. Blooms more profusely than any other yellow rose. Blooms constantly all summer. \$2.15 ea.; 3 for \$6.20

**ED
SCOFIELD'S**

Geneva Gardens

I'VE WORKED HARD TO MAKE THIS CATALOG HELPFUL TO YOU!

PLEASE READ IT PAGE BY PAGE . . .



Remember, I Guarantee Satisfaction or Your Money Back!

This new catalog's jam-packed full of NEW IDEAS, NEW PLANTS and NEW WAYS TO MAKE YOUR PLACE PRETTIER. I've been lucky in finding a lot of swell plants that have something 'special' to offer. Take the "Candy-Cane" Tree Roses on page 10 for example...these have been sold widely out in California, but Geneva Gardens offers them here in the East for the first time. They'll make your garden the showplace of your neighborhood. (So will lots of other plants in this catalog!)

HERE'S WHY YOU CAN BE SURE OF ABSOLUTE SATISFACTION

Maybe I don't have the biggest nursery in the country, or the biggest, fanciest catalog...but believe me, I sure DO have the BEST PLANTS. You can count on getting personal service and attention from me. From the time roses and trees are planted in the nursery until several years later when they're dug, examined and then packed for shipping to you...I know how they're growing because I watch them week-in and week-out. After seeing a row of my own Lombardy Poplars grow up to become beautiful 6 and 8 foot trees, naturally it's a simple matter to guarantee that those same trees will flourish when you plant 'em on your property. (That's why I'm so sure about the Tall, Slender LOMBARDY POPLARS offered on page 26 of this catalog.)

IT'LL PAY YOU TO GO THROUGH THIS CATALOG CAREFULLY

I've grown all the plants and written every word in the catalog. You and your garden have been uppermost in my mind all the time. That's why I urge you to study each and every page...get ideas, learn new things and then order the best plants money can buy. Once you send me the order, you can count on me to do my part in every way!

BUT HERE'S THE MOST IMPORTANT PART...my stock on many of the best items is limited. As word of my plants and my service gets around, orders come pouring in so that I'm very likely to be swamped. It just breaks my heart to turn down any of my customers...so please SEND ME YOUR ORDER JUST AS EARLY IN THE SEASON AS YOU POSSIBLY CAN. BETTER DO IT RIGHT AWAY! DO IT TO-DAY, SO YOU DON'T FORGET!

SEE THESE FAVORITE ROSES IN COLOR ON INSIDE BACK COVER.

HERE'S MY PERSONAL GET-ACQUAINTED OFFER

To Prove How Good My Plants Are!

5 ROSES VOTED BEST IN U.S.A.

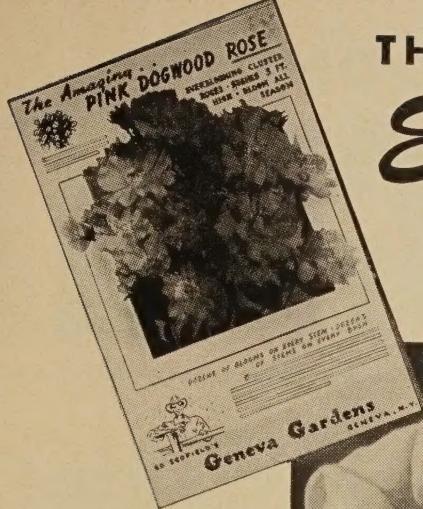
I want you for a life-long customer and friend (and I want you to tell your neighbors how well pleased you are with Geneva Gardens plants.) That's why I'll send you a special collection of the 5 Hybrid Tea Roses VOTED BEST IN THE U.S.A. BY MEMBERS OF THE AMERICAN ROSE SOCIETY. One Each Hybrid Tea Roses ...Etoile de Hollande (red), Golden Dawn (yellow), Picture (pink), McGredy's Ivory (white), Mrs. Sam McGredy (two-tone).

ORDER GROUP 35

\$7.25 value

(Only 1 group per customer)

Only \$6.25
(You save \$1.00)



THE ROSE ON THE COVER

Everblooming

CLUSTER
ROSE



**SELECTED
PLANTS**

**2 FOR
Only
\$3.85**

(postpaid)

\$2.00 ea.;
5 for \$9.50
10 or more \$1.80 ea.

**ED SCOFIELD'S
EXCLUSIVE**

"Pink Dogwood" ROSE BUSH

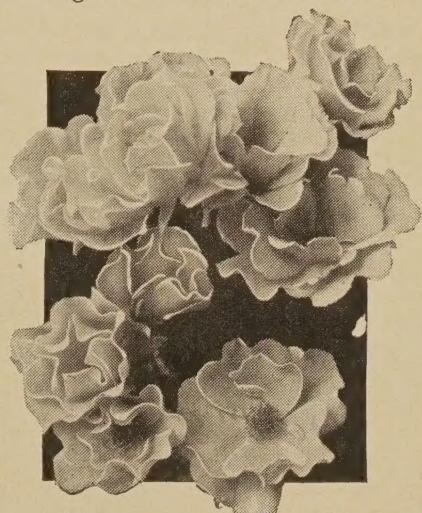
Next June when my amazing 'Pink Dogwood' Rose blooms in your garden, you'll think some practical joker tied on masses of flowers from real Pink Dogwood Trees. You'll have dozens of blooms to every stem...dozens of heavy stems completely cover the whole plant. And best of all...the 'Pink Dogwood' Rose blooms so constantly the word 'everblooming' seems inadequate. You absolutely can't beat this rose for clusters of color from June through frost. No matter what you might plant, no matter how much you spend...nothing else can compare with this amazing bush. Each bloom has eight or ten petals, measures 3 to 4 in. across and looks exactly like a *double* Pink Dogwood blossom. Every branch on every plant is weighed down by the masses of flowers. Bushes remain 3 to 4 ft. tall.

'Pink Dogwood' Rose Provides Continuous Color

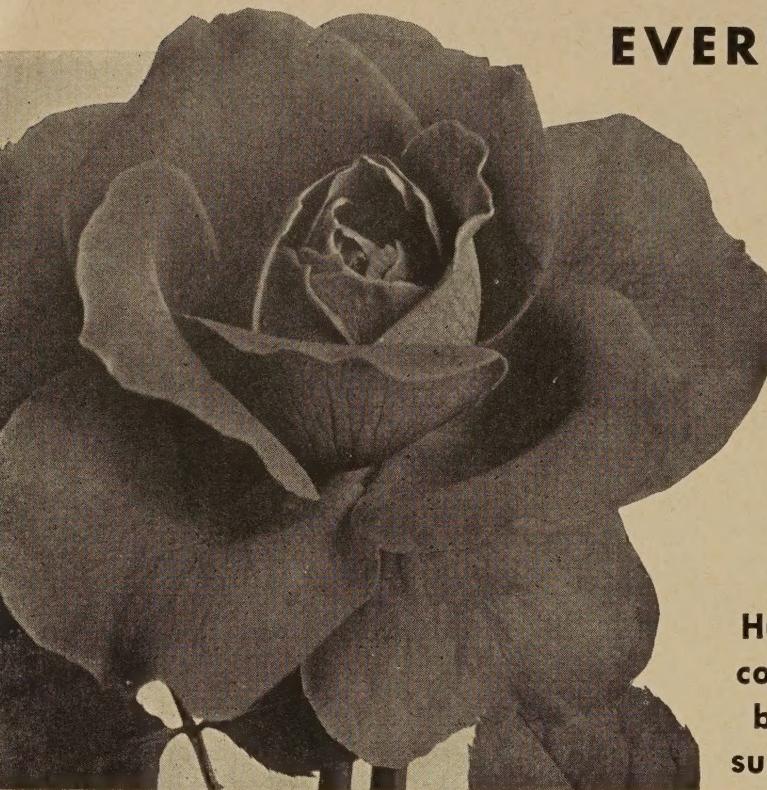
Plant this amazing rose any place you need a mass of rich pink color. Whether you want one plant or a whole hedge, try this rose in preference to anything else. It makes a grand show in front of evergreens...ideal along walks and drives...superb for color accent scattered through the garden...in fact, I don't know of a single location where this rose wouldn't delight any gardener. Plant these for a 3 ft. flowering hedge that's always in bloom.

Blooms Guaranteed In Just 10 Weeks!

Every plant individually examined for sturdy canes, husky roots; State inspected to insure healthy, disease-free plants; grown and packed under my own personal supervision. Hedges of my extra-heavy plants will fill in quickly, give you protection and gorgeous masses of blooms within 10 weeks after you plant them!



So bright, these roses actually seem to 'glow' at dusk!



EVERBLOOMING

GIANT

only \$1.50 each
Postpaid

Huge Plants
covered with
blooms all
summer long



▲ GRUSS AN TEPLITZ

Huge scarlet red blooms like the one above (only much bigger!) cover the giant 6 foot plants all season. Get them planted this Spring, and by next Summer you will rub your eyes in amazement...one of these plants covered with the beautifully formed dazzling red roses is truly a sight to behold! So free...so vigorous that the enormous blooms are in huge clusters all over the plant. Such a marvelous plant in any garden that it has been a favorite with experienced rose-growers for 55 years.

Folks who have grown this scarlet beauty, who have seen it perform right in their own garden say, "Gruss an Teplitz stays, and stays, and stays. Absolutely the best of all roses for bold, striking garden decorations...you have never seen anything like it in your life!"

Generous blooms, striking red color and amazing growth make this one of the best of all Giant Shrub Roses. It'll look beautiful in foundation plantings around the house...it's ideal for planting right in with your flowering shrubs, or it's gorgeous in the lawn as a specimen bush.

\$1.50 ea.; 3 for \$4.45; 6 for \$7.95

BELLE POITEVINE

Clusters Of Dazzling Pink Roses

Each plant is so covered with clusters you'll hardly see the foliage! Yes sir...these buds frequently come a dozen or even MORE right on the same stem. And pretty! The bright pink roses have a lovely shape unlike any other. They're irregular and graceful, with deep indentations all around each petal. All season your new plants are just covered with these gorgeous pink clusters.

\$1.50 ea.; 3 for \$4.45; 6 for \$7.95

PINK GROOTENDORST

Millions 'n millions of lovely clear shell-pink blooms in huge clusters...Giant size bushes loaded with color all summer, once plants are well established. Each individual rose has the peculiar shape of a carnation, with as many as 20 and 25 such blooms to each stem. No wonder the bush stands out so prominently...the generous shell-pink masses cover the 6' bush.

\$1.50 ea.; 3 for \$4.45; 6 for \$7.95

"You Must Be Completely Satisfied or I Won't Keep a Dime!"



Maybe that sounds pretty strong for a nurseryman's guarantee, but I mean every word of it. Lots of folks tell me they've ordered by mail from nurseries and gotten stuck good. Well...try me and I'll prove you can really buy the best plants in the world from a mail-order nursery. Then you be the sole judge of results. If you're not completely satisfied in every respect that you got your money's worth, just let me know and I'll send back every penny.

SHRUB ROSES



F. J. GROOTENDORST

FRAU KARL DRUSCHKI

Most Beautiful and Largest White Rose!

The biggest...whitest... and most perfectly formed roses you ever saw cover this plant. It's practically an everlasting flowering shrub. Grows bigger and bigger every year. Blooms so white they'll remind you of newly fallen snow; form and size of each bloom is as near perfect as any rose you've ever seen. Blooms heavily in June and then re-blooms frequently during the entire season.

\$1.50 ea.

3 for \$4.45

6 for \$7.95

SPECIAL

Giant Shrub Roses

This group is one of the favorites with all my regular customers. You get more roses and more gardening fun per-dollar than from anything else you could buy.

One Each Of Five Everblooming Giants

- | | |
|-------------------------|---------------|
| Gruss An Teplitz..... | (scarlet-red) |
| F. J. Grootendorst..... | (red) |
| Pink Grootendorst..... | (pink) |
| Frau Karl Druschki..... | (white) |
| Belle Poitevine..... | (bright pink) |

(Don't let the names scare you!)

GROUP 38

(Postpaid)

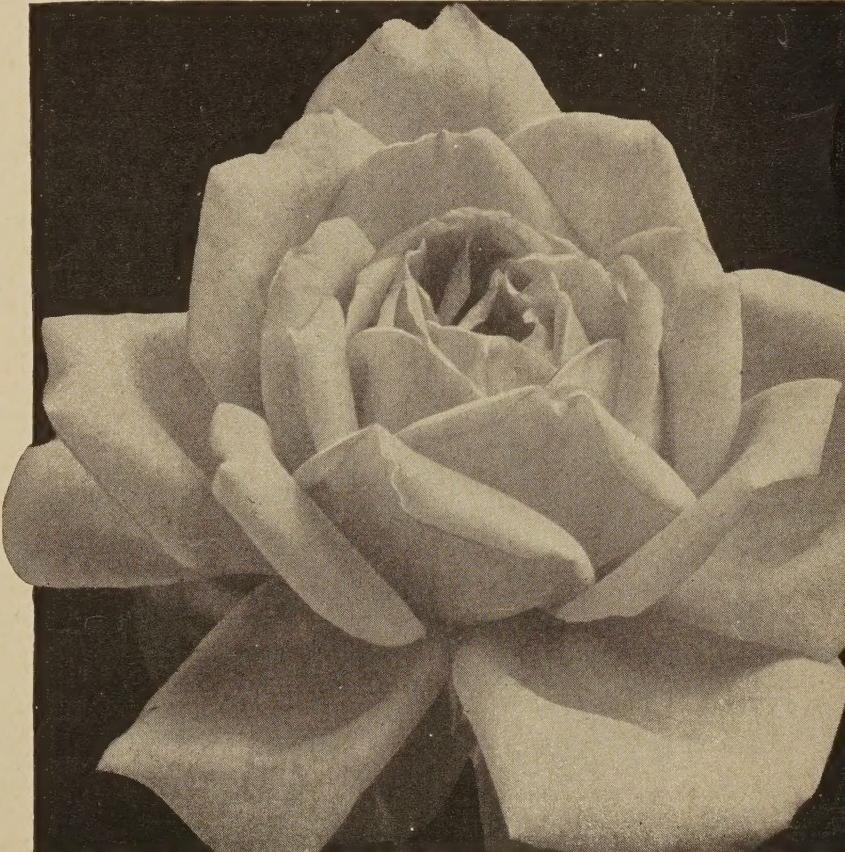
Only \$7.15

F. J. GROOTENDORST

Always Covered With Bright Red Clusters Like This

Brilliant crimson-red blooms have a unique beautiful shape similar to a carnation. The bright color so freely produced in giant size clusters makes this plant a special attraction in any garden. You'll often pick one stem that's heavy with a dozen or more blooms; from Spring to frost these amazing red clusters just about cover the robust 6 foot plants. Color is that deep velvety crimson-red everyone likes so much. Order now!

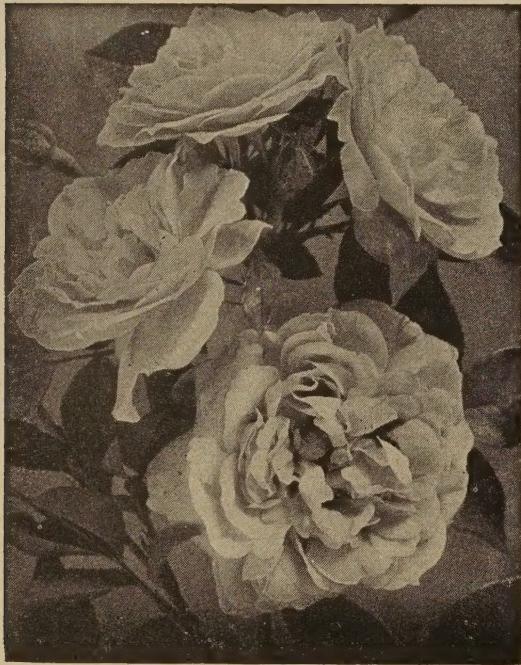
\$1.50 ea.; 3 for \$4.45



Cluster Roses

(FLORIBUNDAS)

• • •
YOU CAN'T BEAT THESE
FOR MASSES OF COLOR



GOLDEN SALMON Blooms like the above in dazzling orange-salmon. A rose that you will love more and more as you observe its masses of blooms in your own garden next season. Very tough and easy to grow. Covered with blooms.
\$1.45 ea.; 3 for \$4.15

IDEAL Dark, scarlet-red...shaded with black. A profusion of these deep, rich blooms produced constantly in immense, compact bunches. Loosely semi-double. Plants you order now will never be without color from June to October. One of the best red cluster roses. Very strong and prominent wherever you plant it. Plant in groups of 3 or more.
\$1.45 ea.; 3 for \$4.15

SPECIAL

RAINBOW ROSE COLOR COLLECTION

An Amazing Array of 6 Bright Colors!

Orleans (cherry-red), Else Poulsen (rose-pink), Red Ripples (bright red), Golden Salmon (orange-salmon), K. Zeimet (pure white), Poulsen's Yellow (lovely clear yellow)

GROUP 36
(Postpaid)

Only **7.95**

ALL FLORIBUNDA ROSES SHIPPED POSTPAID



Ideal - clusters of scarlet

Blooms Like These ALL SUMMER LONG!



PINOCCHIO blooms so profusely...so lavishly, that it's absolutely beyond description! Each bush is covered with hundreds of salmon buds and soft clear pink blooms. Cluster after cluster, each loaded with dozens of these lovely roses, make every single plant a riot of color from June right through until frost. The above illustration is typical of what you may expect right in your own garden. Pat. 484

\$1.65 each; 3 for \$4.75; 6 for \$9.50

RED PINOCCHIO Can you imagine that robust, free-flowering Pinocchio in deep rich carmine-red? Rapidly becoming the top-favorite red Floribunda.

SUMMER SNOW Heavy, full clusters cover the plant with pure white blooms throughout the entire season. Absolutely one of the best Floribundas for mass plantings, hedges or any spot where you want permanent color effect.

GOLDILOCKS Bright, spectacular yellow. "Stardust refined to gold"...One of the best of the Floribundas. Clusters of blooms all season.

Any Of Above Varieties
\$1.65 each; 3 for \$4.75

SPECIAL

Outstanding Floribundas

5 Leading Patented Floribundas
FASHION, PINOCCHIO, RED PINOCCHIO, GOLDILOCKS, SUMMER SNOW

GROUP 37 Only \$8.45
(Postpaid)



FASHION Leads the 'Hit Parade' of new Floribundas. Clusters of warm, rich oriental-red buds open to exquisitely formed blooms of coral-pink brushed with gold. Graceful wavy petals and a striking golden center. So good it won All-America honors, plus awards from several foreign countries. Pat. 789.
\$2.15 each; 3 for \$6.20; 6 for \$12.40

Royal Blue-Bloods of the Rose World!

TREE ROSES

Red-Yellow-Pink-White

Guaranteed to Bloom This Year!



Order by Color

Red Yellow

Pink- White

Any 2 \$12.95

(postpaid)

\$ 6.95
EACH

Richer color...enormous blooms, better form, lovelier buds! You'll get the most beautiful roses you've ever seen in your life from these magnificent tree roses of mine. One customer told me that his tree roses were so beautiful that they were worth \$25.00 a piece to him. That's no exaggeration either because the blooms you get on tree roses are absolutely unequaled in any respect. If you like roses and want to see perfection for color, form and size, then plant tree roses this Spring.

EASY TO GROW—BEAUTIFUL ANYWHERE

They'll grow and bloom just like a bush rose except that the flowers are more beautiful. Tree roses don't require any special care or attention...yet their superb beauty and striking appearance will take your breath away. Tree roses fill a very special place in any garden large or small. No matter where planted, no matter how used, even one tree will make the most beautiful garden seem more beautiful...will make an ordinary back yard seem like an estate.

Pick Your Favorite Color Red-Yellow-Pink-White

\$6.95 ea.; 2 for \$12.95 (postpaid)

New! "Candy-Cane" TREE ROSES

Two entirely different varieties of Roses grafted onto the same stem. As a result, the "Candy-Cane" Tree Rose blooms with one color on one side and a different color on the other. Nothing like it ever before seen in the East. This is an expensive novelty even out in California where it originated. Supply VERY LIMITED. Orders accepted on a first-come-first-served basis only!

Guaranteed Two Color "Candy-Cane" Tree Roses
(postpaid) \$9.00 ea.; 2 for \$16.95

Tree Roses are over 4 feet long; they're very delicate and easily broken. Growing, handling and packing them for shipment takes time and materials. That's why they're so much more expensive than ordinary rose bushes.

HERE'S TWO SPECIAL TREE ROSES YOU CAN ORDER BY VARIETY

PEACE Tree Rose

While the supply lasts, you can get the gorgeous, prize-winning PEACE Rose in Tree Rose form. For absolute perfection of bloom and color...for all-season display...and for the biggest, most perfect roses you ever saw, PEACE Tree Rose is the answer! Imagine those gorgeous 5 to 6" golden yellow Peace roses (see color picture inside front cover) blooming profusely at eye-level on stately tree roses. Guaranteed to bloom this June, if you order early. Supply on this hard-to-get item limited, so order early!

\$7.50 ea.; 2 for \$14.45 (postpaid)

Crimson Glory Tree Rose

Crimson Glory is widely known as the BEST Red Rose of All Time. And...the tree rose produces the finest, most gorgeous rose blooms of any plant. Can you imagine what a Crimson Glory Tree Rose looks like in any garden! Huge deep red blooms 5 to 6 in. across blooming right at eye level. Keeps producing more and more blooms all season long for a constant display more beautiful, more breathtaking than any other garden plant. The items on this page are probably the finest, most beautiful plants listed in any catalog.

\$7.50 ea.; 2 for \$14.45 (postpaid)

**ON
THIS
PAGE**

Miniature ROSES

Smallest, Daintiest Roses in the World!



*Order the Special Group of 4 Miniature Roses
Below for an Amazing Thrill Next June.*

Here's the daintiest, most intimate flower in existence. So tiny a thimble will hold a whole bouquet...yet each bloom is absolutely perfect in color and form. Just as beautiful, just as perfect as regular roses with blooms no bigger than a baby's dainty finger-nail! Perfect little plants only 4 to 8 inches high covered with tiny buds.

Perfect Miniature Rose Bush and Blooms

The whole bush looks just like a regular garden rose, with everything in exquisite miniature. The foliage, the buds, the blooms...every part of the plant modeled down to such a small scale that a mature bloom can be covered completely with an ordinary nickel. Yet all parts of the bloom are perfect in every detail. Hardy, disease-resistant...they're easy to grow. Perfect for edgings and other places where a small plant fits in.

ROSA ROULETTI

Perfect little double rose-pink blooms. Deep pink buds gradually lighten to dainty shades until at last the open bloom is a soft, silvery pink. Petals darker outside, silvery-yellow at the base. Bud less than $\frac{3}{8}$ " long, dark and perfect in every respect. Opens slowly. Many blooms on strong, sturdy stems.

\$1.25 ea.; 3 for \$3.75 (postpaid)

ROSA OAKINGTON RUBY

Same dainty form and details as Rosa Rouletti, but has a deeper color. Slightly larger, the plants are sometimes 12 inches tall; the blooms 1" across. Buds are deep carmine, gradually changing to delicate crimson as the blooms open.

\$1.25 ea.; 3 for \$3.75
(postpaid)

**BE SURE
TO SEE
GROUP 39
(below left)**

Special MINIATURE ROSE GROUP

For a new gardening thrill and a dainty collection of these amazing Miniature Roses, order this Special Collection.

4 PLANTS 2 Rosa Rouletti

2 Rosa Oakington Ruby

ORDER GROUP 39 Only \$4.69 (postpaid)



Perfect little roses so dainty a thimble actually will hold a whole bouquet!

BIGGER BETTER PLANTS, NOW!

RAPID-GRO

THE MIRACLE PLANT FOOD

The ORIGINAL AND BEST Liquid Fertilizer. I've tested this carefully in my own garden and recommend it strongly for all my customers. It's unusually effective because you water and feed your plants all at the same time. RAPID-GRO comes to you in dry powder form. Simply dissolve in water, and pour it right on your garden plants. Amazing as it may seem, the results are IMMEDIATE...a full grown rose bush gets the benefit from this plant food within minutes after application.

2 lbs. (make 44 gallons fertilizer) \$2.65 (postpaid)

5 lbs. (make 110 gallons fertilizer) 4.55 (postpaid)



Climbing Roses -



YELLOW PRIMROSE CLIMBER

AMERICAN BEAUTY (Climbing)...Large, fully double blooms of rosy-carmine cover the plants in June...re-bloom frequently. American Beauty has long been one of the favorite roses, widely known and loved for its outstanding color and form. \$1.65 ea.; 3 for \$4.65; 6 for \$8.95

DR. VAN FLEET...Huge blooms of lovely pale pink. Actually as big and well formed as a perfect Hybrid Tea rose. Strong grower with rich glossy foliage, strong stems that hold the delicate apple-blossom pink blooms above the foliage. \$1.40 ea.; 3 for \$4.00; 6 for \$8.00

TALISMAN (Climbing)...The famous and widely planted Talisman rose in climbing form. A glorious combination of orange, yellow and rose-red. Huge blooms are as big and perfect as the Hybrid Tea of the same name. Blooms freely and persistently, but needs some winter protection in exposed locations. \$1.40 ea.; 3 for \$4.00; 6 for \$8.00

BLAZE...Bright scarlet blooms in clusters, just like Paul's Scarlet Climber described above. Well established plants may re-bloom during August and September.

\$1.75 ea.; 3 for \$4.95; 6 for \$9.50

◀ PRIMROSE (left)

Bright Yellow Blooms By The Million!

Here's the climber to plant if you like cascades of bright yellow blooms in great clusters. Each individual rose is a beauty! Has all the form, fragrance and size you could want....PLUS its clusters of blooms covering the plant from top to bottom. When PRIMROSE bursts into masses of yellow, it fairly dazzles you with its splendor. Very double blooms produced freely; warm, rich color and waxy green foliage.

\$1.55 ea.; 3 for \$4.45

2 MORE EVERBLOOMING CLIMBERS

NEW DAWN...Apple blossom pink climber that re-blooms all summer. One of the favorite ever-blooming climbers! Very delicate pink coloring. Perfectly formed roses keep appearing as if by magic during July, August and September.

\$1.95 ea.; 3 for \$5.65

CLIMBING PEACE (*illus. below*) Look at the color picture of PEACE inside the front cover...then imagine blooms like these covering a 10 or 12' climber ALL SEASON! Yes...Climbing PEACE is an everblooming climber...keeps blooming off and on all season! Needs winter protection in cold areas.

\$2.65 ea.; 3 for \$7.65

CL. PEACE



ALL CLIMBING ROSES SHIPPED PREPAID

THOUSANDS OF BLOOMS IN LIMITED SPACE



PAUL'S SCARLET CLIMBER is literally covered with clusters of scarlet red blooms like these. No other climber has such dazzling red color; huge clusters of roses all on one stem!

PAUL'S SCARLET CLIMBER

Clusters of bright scarlet blooms like these completely cover the plant from top to bottom. Each bloom is 2 to 3 inches across, and they're produced in heavy clusters of a dozen or more such blooms to every stem... Once established, every plant is like a blazing sheet of dazzling scarlet; from top-to-bottom the masses of scarlet roses hide the foliage. Most popular and reliable of all red climbers, because the rich color remains clear and brilliant throughout the long life of the blooms. Doesn't fade like so many red roses, remains bright and clear all the time.

Paul's Scarlet Climber is so rugged and vigorous; so fast growing and so free flowering that it's been the favorite red climber for years. You've seen it on porches, garages, fences, walls and just about everywhere that a riotous mass of color was appropriate. Plant several in YOUR garden this Fall for a similar cascade of scarlet beauty.

\$1.50 ea.; 3 for \$4.25;
6 for \$8.50

A REAL Everblooming Climber!

CLIMBING SUMMER SNOW...
Always In Bloom from June to frost!

I've seen this climber so completely covered with huge clusters of pure white that you couldn't see the foliage at all! That's not just a fancy catalog description, either... it's the absolute truth! Clouds of pure white blooms swirl around this plant like a snow-plow going through a 3 foot drift. Each bloom is double, 2" across with a brilliant yellow center.

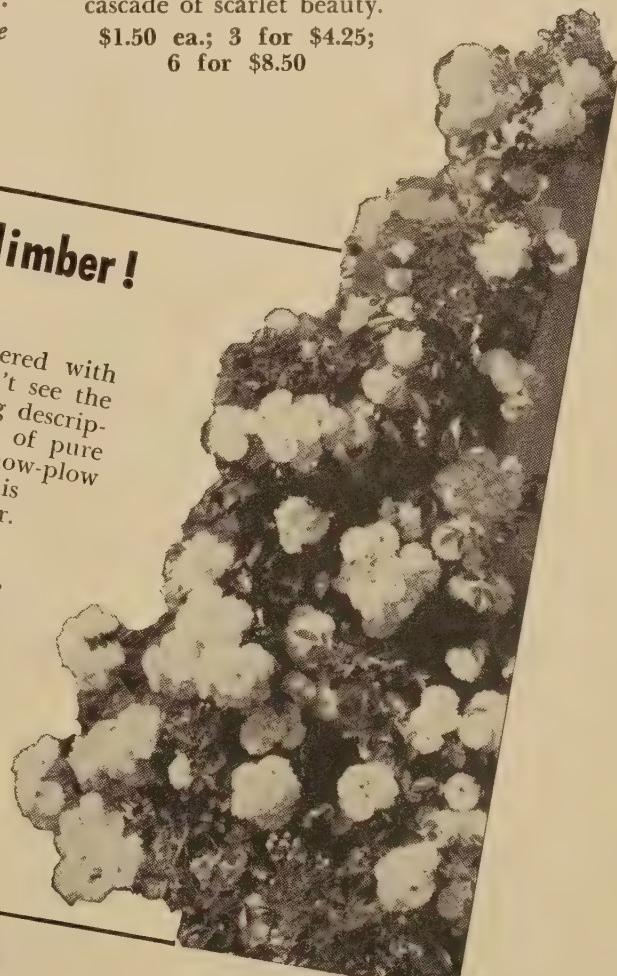
Plant On Posts or Against Fences

Once the heavy June bloom has passed, Climbing SUMMER SNOW starts re-blooming... and keeps producing more and more clusters of purest white ALL SUMMER LONG. It's so everblooming, I've seen established plants with dozens and dozens of roses on them even into October. Long after your roses have begun to wane, this climber will keep on blossoming until hit by killing frost.

Only

\$2.25
Each

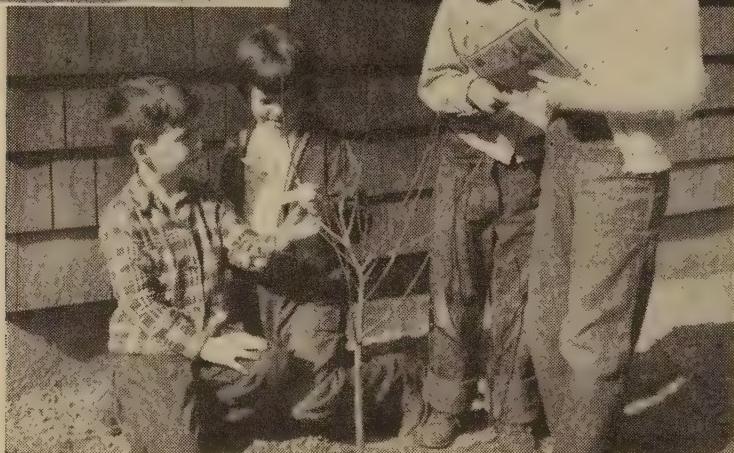
3 FOR ONLY
\$6.45



ED
SCOFIELD'S Geneva Gardens

Introducing . . ED SCOFIELD'S EXCLUSIVE

"PLANT-THEIR-OWN" Trees for Youngsters



Each tree permanently labeled with child's name (see upper photo)

Help a Youngster
Discover a Whole
New World - Just
as My Daughter &
Her Pals Are Do-
ing In This Photo



Price Includes Tree, Child's Name on Permanent Marker, Certificate and Story

Here's an idea that's captured the imagination of every family who's read about it! — of everyone who knows a child! The opportunity to share your gardening interests with your best pals — your kids! Yes, I mean Plant-Their-Own Trees for your youngsters!

It all started when I planted a McIntosh Apple tree the same size as my little girl — more than ten years ago. She said it was HER TREE! From that day on, it's been HER tree. She's babied it; watched it grow lovelier with the seasons; gathered its fruit — and adored it. It's been the only belonging that's matured with her...one she'll never possibly outgrow!

In fact, when I planted that little tree, (though I didn't know it then) I'd set the roots in deep for both — my daughter and that "special" tree of hers.



FOR BOYS: A McIntosh Apple Tree,
or A Lombardy Poplar.

FOR GIRLS: An Elberta Peach,
or Silver Maple.

BE SURE TO TELL ME WHAT KIND OF TREE YOU
WANT AND SPELL CHILD'S NAME CLEARLY

You'll be more than repaid for your time and money when you see the children's enchantment in the magic of growing things!!!

...And speaking of being more than repaid...don't you wish you had a sturdy, lovely tree for every \$2 or \$3 you've spent for a flimsy toy — one that didn't even last a short week? The simple truth is that Plant-Their-Own Trees for Youngsters are the most inexpensive gifts you can give and, in addition, will far outlast ANY TOY you can buy!

Treat the children you love to a tree that will mean a lifetime of pleasure and happiness! Your money back if your gift doesn't delight both you and the lucky child!

COMPLETE "PLANT-THEIR-OWN" KIT INCLUDES THESE 4 THINGS!

1. **TREE**—Selected, specially packed tree 3 to 4 feet tall
2. **TAG**—Special name tag, permanently inscribed, grows with tree
3. **CERTIFICATE**—Ownership certificate and planting record
4. **STORY**—Story of tree's history and "pedigree."

ED SCOFIELD'S **Geneva Gardens**

GENEVA, NEW YORK

Here's Everything You Need To Know!

LIVING FENCE SUGGESTIONS....



If you're interested in planting a 'Living Fence', I'm certainly the man to help you do the job right. Whatever your problem, it's a sure thing I've run across it with one of my other customers, and I've helped them work out the right answer. I'll sure be pleased to do the same for you! Guess I've done more to popularize the idea of a LIVING fence than anybody else in the country.

The main reason I've satisfied so many people is that my Multi-flora Rose plants are grown especially for fencing purposes. They're great big field-grown bushes that are 3 to 4 feet high before I dig 'em out of the nursery. Then they're cut back to 12 inches or so before they're shipped out. That gives you a big strong root system and a little bitty top on it. When those roots get well established in your ground, the new growth comes up nice and thick. It's only a few months before you have 3 or 4 feet of new growth.

But...if you don't want a Living Fence 5 or 6 feet tall...and so dense even a kitten can't get through it, then read about some of the other Living Fence suggestions I have to offer. There's a "Living Fence" suitable for any special location.



2 or 3 foot FLOWERING HEDGES



If you want a Living Fence that blossoms ALL SUMMER...one that won't grow over 2 or 3 feet tall, then DON'T plant my Multi-Flora Roses! For All-Summer bloom on low rose hedges, you need my Floribunda Roses, which I call "Cluster" Roses so you can remember them easily. They're on pages 6 and 7. Look at the clusters of blooms they bear; read about the colors. And for the best 3 foot flowering rose hedge, look at that 'Pink Dogwood' Rose on the cover. It's the ideal "Everblooming Rose Hedge"!

RECOMMENDED PLANTS:

- "Pink Dogwood"
Rose — see p. 5
- Cluster Roses —
see p. 8-9
- Dwarf Spirea —
see p. 27

6 to 8 foot DENSE, SOLID HEDGES

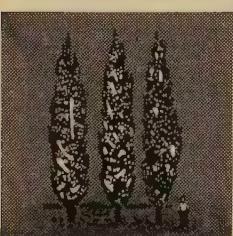


Now...on 6 to 8 foot hedges, you get into my Multi-Flora roses. They're not going to bloom all summer, and you can't very well keep 'em down small. But...if you need high, dense protection, then plant my Multi-Flora Roses for lightening-quick results. For slower results in 6 to 8 foot hedges, plant Lilacs, Giant Shrub Roses, Forsythia, Spirea Van Houtte, Bush Honeysuckle, Altheas or any of the other flowering shrubs listed on pages 28 and 29.

RECOMMENDED PLANTS:

- Multi-Flora Roses
— see p. 16-17
and Back Cover.
- Hybrid Lilacs —
see p. 28

VERY TALL SCREEN PLANTINGS



Need something really T-A-L-L? Then there's just one quick answer. Read about my TALL, SLENDER LOMBARDY POPLARS on page 26. Now there's a plant that makes a screen planting anywhere from 15 to 40 feet high, but if you plant 'em close enough, they're so dense you can't even see through 'em. And they grow fastest of any tree too! The other trees suitable for screen plantings are Willows and Chinese Elms, both dense, fast-growing trees!

RECOMMENDED PLANTS:

- Lombardy Poplars
— see p. 26
- Chinese Elms —
see p. 25

Here's
The Whole
Story On
My AMAZING...

LIVING

SO DENSE NO PERSON

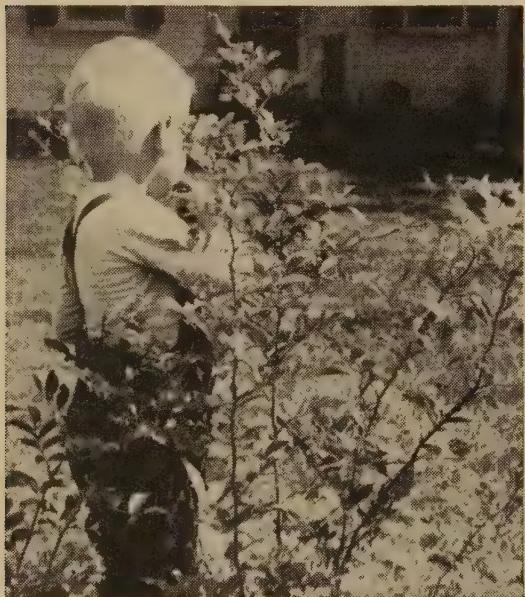
Selected Ed Scofield MULTI-FLORA ROSES

See A Living Fence in Color on Back Cover



IDEAL FOR BOUNDARIES,
YET NO OFFENSE TO NEIGHBORS

All your friends and neighbors will rave about your gorgeous Living Fence with its profusion of roses and red berries. So rich and green that no matter where you plant it, no matter how tall you let it grow, how dense it becomes...everyone will only admire and praise. Yet you'll have more privacy and more protection than you could get even from a brick wall!



Planted in March, this Living Fence grew enough by July to keep the youngsters in the yard! No other plant protects you so fast.

The toughest, fastest growing hedge in the world! Actually makes a dense, impenetrable screen in just a few months. Yet they're beautiful. Covered with roses in June; loaded with red berries in the Fall; green and full right to the ground all season. The most beautiful, inexpensive "fence" you can buy...and it needs absolutely no special care!

EASY TO PLANT; STAYS THE SIZE YOU WANT IT

These vigorous, husky plants of mine don't demand any special soil or location. Just plant them 18 inches apart and the plants do all the rest. You'll have your own 3 to 4 foot Living Fence in just a few months. Trim lightly with hand clippers if you want the hedge low and broad; trim only the sides if you want your Living Fence to become 5 or 6 feet tall.

GROWS VIGOROUSLY ANYWHERE

My special strain of Multi-Flora Rose thrives and grows fat on poor soil, cold weather and lack of care. It will flourish where other plants wither and die. I guarantee that if your soil is good enough to grow a healthy crop of weeds, these Ed Scofield Living Fence plants will grow and flourish beyond your wildest expectations. Just set the plants carefully with the roots well spread out, cover them with finely pulverized soil and water thoroughly. Then simply trim the new growth to keep the plants compact. It'll be thicker, more dense and more impressive each year. In no time at all, you'll have a solid screen planting that requires practically no care at all. Bugs don't bother it...it's disease resistant...and hardy enough to withstand even below zero temperatures.



A trimmed Living Fence already 3 ft. high. This one was planted in October (1950); photograph was taken in the following July.

G FENCES

OR ANIMAL CAN GET THROUGH!

HEDGE
OF
1000
USES

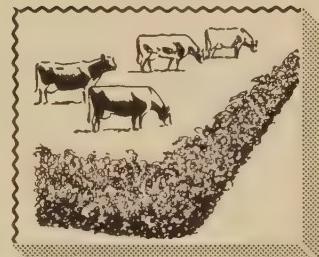
GARDEN PRIVACY



BOUNDARY LINES



FARM FENCING



RECOMMENDED BY U. S. DEPT. OF AGRICULTURE

Multi-Flora Roses are so tough and hardy they're officially recommended to take the place of barbed wire fences on farms. Once established, a Living Fence will keep horses, cows, sheep, goats or pigs inside a pasture lot. Intruders can't get in; animals can't get out. Also recommended by the U.S. Soil Conservation Service and by many State Conservation Departments. A farm fence that actually mends itself.

ECONOMICAL PLANTING FOR FACTORIES AND INSTITUTIONS

Factories and Institutions all over the country have planted Living Fences to beautify and protect their property. Nothing can hurt these tough, fast growing boundary plantings, yet they'll do the same job as an expensive wire fence...and do it better! Smoke resistant...dirt resistant...disease resistant, it grows under almost any condition. Makes an inexpensive, very practical planting wherever you need a solid, dense wall of attractive foliage. In such locations, do not trim your Living Fence after the first year and in time it will become 6 or 7 feet high and 5 or 6 feet through.

HEAVY 15 to 18" GUARANTEED PLANTS

- | | |
|----------------------|----------------------------|
| 10 plants - \$3.25 | Makes Living Fence 15 ft. |
| 25 plants - \$5.95 | Makes Living Fence 40 ft. |
| 50 plants - \$10.85 | Makes Living Fence 75 ft. |
| 100 plants - \$21.65 | Makes Living Fence 150 ft. |

All Living Fence Plants Shipped Postpaid

A mature Living Fence blooms like this for 2 weeks in June.

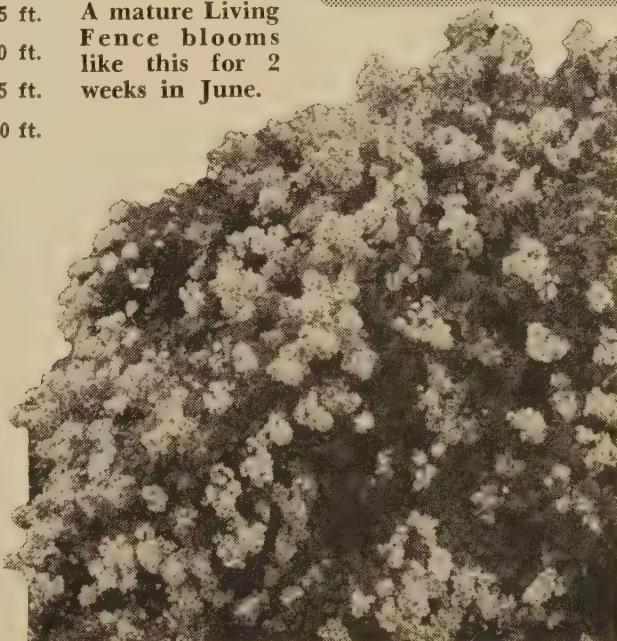
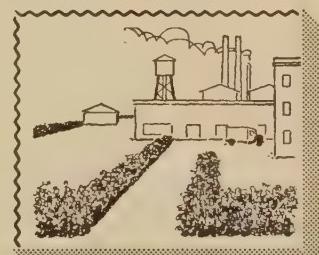


Untrimmed Living Fence planted in March, photographed in July. Needs trimming to encourage dense, uniform growth.

GAME CONSERVATION



FACTORY LANDSCAPING



Geneva Gardens Announces An Amazing COMBINATION SPRAY & FERTILIZER

Fertilizes THROUGH the Leaves!

Prevents Fungus Diseases!

Kills Harmful Insects!

{ Simply Apply This ONE Amazing Solution Every 10 Days and Your Garden Will Flourish as Never Before! }

This amazing combination Spray-And-Feed solution brings to gardening all the modern miracles of 20th Century scientific development. Yes...you can actually feed your plants right through the leaves, kill harmful bugs and control fungus diseases with just one single spray. Tests at Universities, Botanical gardens and in commercial orchards prove such combined spraying is the quickest, easiest way to make plants flourish as never before. And now... thanks to Geneva Gardens...you too can do this combined Spraying and Leaf Feeding in your garden this very summer!

HEALTHIER PLANTS ARE BIGGER, MORE BEAUTIFUL

Roses fed through the leaves grow twice as tall... have more blooms of bigger size and better form. The special nitrogen contained in this spray is the same chemical DuPont sells to orchardists by the carload. It's absorbed right into the leaves within minutes after you apply it. Meanwhile, the bug and germ killing chemicals control the insects and plant diseases. You don't need any other spray or fertilizer if you use this new Geneva Gardens Combination!

LEAF FEEDING AND SPRAYING A COMMON PRACTICE IN NEW YORK STATE ORCHARDS

This highly developed, scientific Combination Spray contains DDT, Fermate, Rotenone, Sulphur and other "bug" killing chemicals. It also contains Uramon, the special nitrogen product made by DuPont especially for foliage feeding of plants. I've discovered that orchardists who grow hundreds of acres of fruit within a few miles of Geneva have been using combination sprays like this regularly. Naturally, I want my customers to be able to do the same thing in their own gardens. That's why I'm so enthusiastic about your trying this amazing Combination spray yourself.

FEEDS THROUGH LEAVES IMMEDIATELY

Tests made in all parts of the country prove foliage feeding to be practical and fool-proof. A leading plant scientist says 50% of the nitrogen applied to the surface of leaves

9 oz.	TREATS 24 ROSES A WHOLE SEASON	\$ 2.75
24 oz.	TREATS 75 ROSES A WHOLE SEASON	4.25

Scientific tests prove this perfect formula for complete 'One-Shot' Spray and Fertilizer Combination.



4 qt. galvanized sprayer. Builds up pressure; sprays with few strokes.

**SPECIAL OFFER This Easy-Pump sprayer and 9 oz. of my amazing Combination Spray solution (enough to treat 24 rose bushes for an entire season)..
BOTH FOR \$5.65 (Order Group 52)**

enters the leaf within just one hour...makes foliage greener; builds up plant resistance; increases vigor and results in bigger, better blooms. At the same time, the pesticides in this Combination kill bugs and prevent diseases like black-spot of roses.

ABSOLUTE SATISFACTION GUARANTEED

I guarantee that if you spray your garden plants with this Combination every 10 days regularly, you'll have the most beautiful, pest-free and disease-free garden you've ever had in your life. Start spraying in early spring when soil nutrients are low and before insects or diseases take hold. Use first application when new growth is about $\frac{1}{2}$ inch long, and then spray regularly every 10 days or 2 weeks.

ORDER BLANK

ED SCOFIELD'S

Geneva Gardens

• GENEVA, N. Y.

Date _____

Name _____

PLEASE PRINT PLAINLY

Street. _____

City _____ **Zone** _____ **State** _____

PLEASE READ!

Should you write or order from more than one address, please let me know this. (It will help me to give you better service if you read the instructions on the reverse side of this order blank.)

If this is your first order with Geneva Gardens, please check box at right.

Amount Enclosed \$ _____

TO INSURE BEST SERVICE, PLEASE SEE NEXT PAGE

TO INSURE BEST SERVICE,

Please Read Following Suggestions!

SHIPPING DATES

Your plants will be shipped to you at the proper planting time for your locality. Based on my experience and weather reports, I know when the plants should reach you and will try to get them there at the right time.

ALWAYS USE SAME ADDRESS

Always use the same address when ordering or when writing letters. Frequently, customers have more than one address (home — business — summer cottage) in different towns. Our files are set up by city name so be sure to let me know if you have more than one address. All members of the same household should order in the same name. If you write on business or office stationery, be sure to let me know whether you're ordering for yourself or your company.

SPECIAL NOTES, INSTRUCTIONS, QUESTIONS

If you have any special messages to send with your order, please put them on a separate piece of paper and we can thus handle your order and your correspondence more quickly. Be sure to put your name and address on the separate note.

CHANGES IN YOUR ORDER

Our shipping department is handling thousands of orders from early March until the end of April. At that time your order may not be filed where we can lay hands on it quickly. So please don't ask for changes or cancellations at the last minute. We may not be able to find your order in time to do what you ask.

CHARGE ORDERS

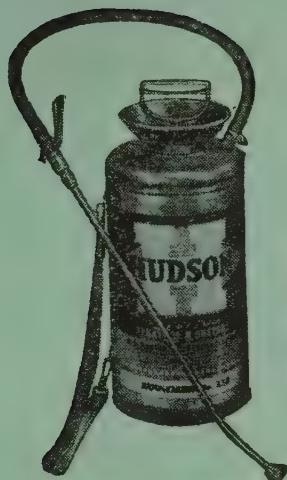
If you wish to charge an order, please be sure to give us three references so that we can establish a charge account in your name.

DAY OR TIME OF ARRIVAL

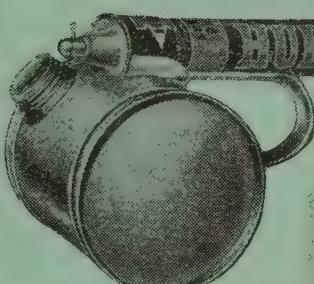
Customers often request that plants be delivered on Friday. This is impossible from my end because once an order is turned over to the Post Office or the Railway Express Agency, I have no control over the length of time they will take to deliver it. If you want plants SHIPPED on a certain day, I'll comply with your request, but cannot assume responsibility for delays in transit.

DO WE HAVE YOUR NAME AND ADDRESS CORRECT?

If the name and address on the envelope this catalog was sent in are not correct, please notify us so we can bring our files up to date. Incorrect addresses may mean orders sent to the wrong place.



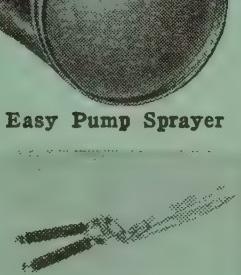
2½ Gal Tank Sprayer



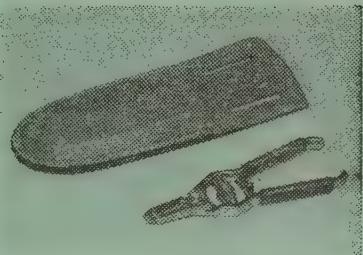
Easy Pump Sprayer



Duster



Grass Clippers



Scabbard and Pruning Shears

EASY PUMP SPRAYER

The most inexpensive and best of all the handsprayers I've tried. Holds almost 3 quarts of liquid spray; easiest of all to use. Slight pressure on the pump gives a continuous spray. Just 3 or 4 strokes and you have a fine mist that will cover both the top and underside of foliage. Tank and pump of heavy gauge, galvanized steel, made to last a lifetime, easy to clean. The ideal sprayer for all small gardens.

\$3.25 Postpaid

2½ GAL. TANK SPRAYER

Here's the ideal high pressure tank-type sprayer...easy to use, moderately priced, satisfaction guaranteed. The welded tank is made of prime galvanized steel. You simply pump up pressure, carrying the sprayer on your shoulder and the spray is released by merely squeezing the handle.

\$9.85 Postpaid

GARDEN DUSTER

Scientifically designed to give you a small, even discharge of dust. Swivel nozzle can be adjusted to reach in any direction — high or low places.

\$2.85 Postpaid

Flower Cutter-Holder

Cuts, holds and brings in out-of-reach flowers with an easy one hand motion...no bruised flowers...no scratched hands...aluminum...weighs just 5 oz...length 18"...fine for light pruning too.



\$3.95

LEATHER SCABBARD FOR HAND TOOLS

Wear this on your belt and your tools are always right at your fingertips. Your pruning shears won't tear your clothes or get stuck in your pockets; you won't lose them. One of the most convenient garden tools I've found in the last 20 years. Made of finest top grade cowhide, sewn with heavy waxed thread. Slotted end for easy belt attachment. You can't imagine the convenience of keeping your garden tools in this scabbard, always right at your fingertips. Try one and if you're not delighted, I'll refund double your money.

\$1.95 Postpaid

DOUBLE-EDGED PRUNING SHEARS

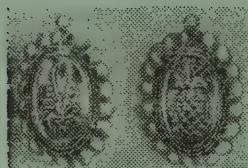
Scissor-action shears with tapered cutting edge on both blades. Ideal for pruning roses, trimming your Living Fence, for cutting back shrubs, or picking flowers. They cut like a hot knife through butter. Finest cutlery steel insuring long life. They'll cut like magic for years. Weigh only 5 oz. Rubber covered handles provide a soft, easy grip. Satisfaction guaranteed.

\$1.95 Postpaid

LIGHTWEIGHT GRASS CLIPPERS

These are the only grass clippers that absolutely give you a full blade-length cut. They actually cut the entire length of the blade without any tiresome chewing or pulling as you have with other grass clippers. Made of finest cutlery steel, the blades stay sharp longer. Rubber covered handles give soft, easy, no blister grip. Its exclusive streamlined design gives you good "nuckle clearance", prevents barked nuckles and skinned fingers. Patented steel lock operates with a flick of your thumb.

\$2.95 Postpaid



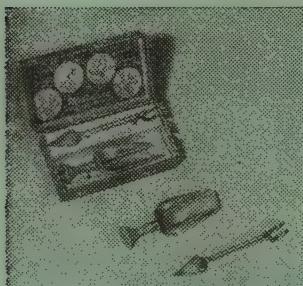
Copper Molds



Rose Book



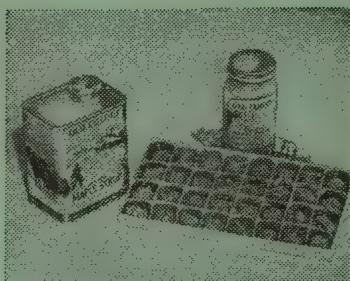
Needle Holders



House Plant Tools



Faucet & Handles



Vermont Maple Products

COPPER MOLDS

Lovely copper molds, for wall decorations, cooking, deserts, ice cream molds, etc.

Pineapple	6"	\$3.75
Fleur de Lis	6½"	3.75

The following not illustrated:

Ripe Fruit	7¾"	5.95
Basket of Flowers	8¾"	5.95
Rose Cluster	6¾"	4.85

HOUSE PLANT TOOLS

Combination tamper-scoop and combination trowel-scratcher give you all the things you need to keep houseplants and window boxes growing vigorously. The tamper-scoop is 5½ inches long; the trowel-scratcher, 6 inches long. Made of sturdy metal; beautiful brass finish. Will not rust.

\$2.75 per set — Attractively boxed

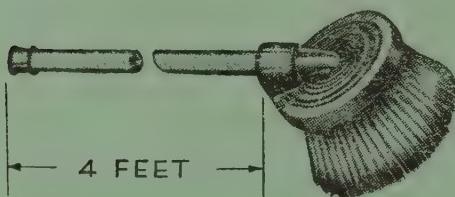
DECORATIVE OUTDOOR FAUCET HANDLES

Cast in lead with antique copper finish.

Squirrel faucet top 3½" tall, special base fasten to standard outdoor faucet \$4.50

Swan faucet top 2¼" high, 4" long 4.50

Brass faucet, fits standard waterline \$3.95



WONDERWAND CAR WASHER

Four-foot aluminum tube with special brush on the end. Tube attaches to a garden hose. Water flows through brush head gently. You can wash your car in 12 minutes. Ideal too for cleaning windows, porches, walls, etc. New super Tenite head and special non-matting plastic bristles. Will last for years without shedding or matting. Postpaid, \$4.95

"ROSES FOR EVERY GARDEN".

This marvelous book tells everything you need to know about growing roses. Profusely illustrated with drawings and diagrams. Tells how to select roses, how to prepare soil, how to transplant, how to prune, how to winter protect, etc. The author, Dr. Ray C. Allen, formerly taught at Cornell University, and he is now Secretary of the American Rose Society.

\$3.50 Postpaid

NO-TIP NEEDLE HOLDERS

These needle holders have a special rubber suction cup that holds them down. Positively can't tip over. Pins are brass, set close together, sharply pointed. 3 sizes ½", 1¼", 2¼".

Set of 3, \$1.35 Postpaid

100% PURE VERMONT MAPLE CREAM SPREAD

A rich creamy spread, both children and grown-ups love. Creamed to a consistency that spreads like butter. Literally melts in your mouth! Use on pancakes, waffles, bread, toast, as cake icing, etc.

12 oz. jar \$1.55; 2 for \$2.95 Postpaid

100% PURE MAPLE BONBONS

Bonbons exquisitely molded into assorted shapes. A hit with the family every time! And then the BIGGEST thrill — tasting them! Crusty on the outside, and delicately smooth inside, they just melt in your mouth. Made of only the choicest quality, 100% pure maple syrup.

1 lb. box \$2.60 Postpaid

100% PURE MAPLE SYRUP

Pure Vermont maple syrup, packed in sanitary lacquer-lined tins to protect its rare, delicate flavor. You'll love it on pancakes, waffles, for cake icing and baked beans. Produced entirely from the sap of the maple tree, nothing added, nothing taken away.

1 qt. \$2.95; ½ gal. \$5.45 Postpaid



HARDY EVERGREENS

GLOBE ARBORVITAE Compact globe shaped evergreen that stays low! Ideal for foundation plantings. Plant either side of steps. Never over 3' tall. Keeps lovely shape for years.
12-15" tree... postpaid... \$3.00

SPREADING YEW Rich, dark spreading with graceful arching growth. Easily trimmed. Hardiest, most compact and best low evergreen. Ultimate spread 6'.
12-15" tree... postpaid... \$4.75

PFITZER JUNIPER Very popular low spreading evergreen with steel blue foliage. Striking color and form. Very hardy and disease resistant. Feathery, delicate texture. 8' spread.
12-15" tree... postpaid... \$3.60

PYRAMID ARBORVITAE Upright, compact growth makes this ideal for tall accent in foundation plantings. Narrow, column shape. Easily trimmed. Reaches height of 15'.
18-24" tree... postpaid... \$3.60

IRISH JUNIPER Very narrow, tight upright shape. Ideal for low accent in mixed evergreen plantings. Easily kept to 3 or 4'. Ultimate height 5'. 18-24" trees... postpaid... \$3.00

MUGHO PINE Unusual low evergreen. Has needles like a pine tree, but grows low and round; close to the ground. Ideal low evergreen but of a different, unusual type. Ultimate spread 5'. 8-10" tree... postpaid... \$3.60

NORWAY SPRUCE Beautiful green Christmas tree. Grows quickly into lovely cone shape. 60'.
15-18" tree... postpaid... \$3.00

UPRIGHT YEW Rich, deep green foliage. Grows fat and upright... just as broad at the top as it is through the base. Very hardy. 8' ultimately. 12-15" ... postpaid... \$4.75

AZALEAS & RHODODENDRONS

HYBRID AZALEAS New hardy varieties anyone can grow. Plants specially imported from Holland! Satisfaction guaranteed.

Anny... Large flowered. Makes a brilliant show anywhere. Striking orange-red blooms 2-3" across.

Kathleen... Delicate rosy-red with very large showy blooms. A gorgeous color!

Fedora... Deep, rich pink. Blooms several inches across. Best of all pink azaleas.

Any of above \$1.95 each (postpaid)

HYBRID RHODODENDRONS Hardy, easy-to-grow varieties imported from Holland, where they're widely used. Prefer an acid soil. Plant with peat moss or oak leaves. Evergreen foliage stays on all winter.

Red... Large blooms freely produced. Striking reddish-purple coloring.

Pink... Rich coloring and deep green foliage. Good grower. Strong clear pink!

White... Tight, compact grower with an abundance of pure white blooms.

Any of above \$1.95 each (postpaid)

FAVORITE VINES

SILVER LACE VINE Fastest growing and most useful of all flowering vines. Will cover 15 or 20 feet the first year. Covered with tiny white flowers from middle of August to frost. Plant this wherever you want a beautiful effect in a hurry. Cover walls, fences, pergolas, lattices quickly!

Only \$1.55 each (postpaid)

SCARLET TRUMPET HONEYSUCKLE Blooms of brightest scarlet look like miniature trumpets in shape. Starts blooming in June, continues all summer.

Only \$1.50 each (postpaid)

PURPLE CLEMATIS Huge single blooms frequently 5 to 6" across. Blooms keep on intermittently from July to Sept.

Only \$2.00 each (postpaid)

PURPLE WISTERIA Amazing long chain-like blooms of lovely purple. Blooms hang down in striking display. Flowers heavily early in Spring before foliage appears.

Grafted plants... Only \$1.75 ea. (postpaid)

ENGLISH IVY Deep, glossy green all year round. The ideal permanent cover for stone and brick walls. Clings as it grows; very hardy. Also excellent as an evergreen ground-cover.

Only \$1.00 each (postpaid)

BOSTON IVY Nothing better for a quick cover on brick or stone. Huge, shiny foliage, but it's not evergreen. Drops its leaves in the fall. It's excellent for quick effect.

Only \$1.10 each (postpaid)

DWARF

LUSCIOUS, FULL-SIZE
QUICKER BEARING —
PICK — EASIER TO CARE
SAVES GROUND SPACE

Some of the nation's best fruit is grown near Geneva. It's ideal soil and climate...that's why my Geneva Grown Dwarf Fruit Trees are superior to dwarf trees from any other nursery!

CHOOSE ONE OF THESE FAVORITE VARIETIES

Dwarf McINTOSH APPLE Trees

My 'baby' trees are already 3 to 4 ft. high; heavy-rooted, vigorous...they're in prime condition to amaze you when they start growing in your garden. Soon you'll pick crisp luscious apples with tender white flesh...oozing sweet nectar-like juice. McIntosh apples are unsurpassed for eating; they beat all other varieties by a mile! These special baby dwarf trees of mine give you tremendous crops of big, luscious bright red apples late in September...every apple simply bursting with vitality, and so juicy I've thought of sending out bibs with every tree! Crisp...tasty...honest-to-goodness, it's a treat every time you eat one of these apples.

There's room for at least one of these 'baby' trees in even the smallest garden plot. When fully grown, they're only as big as a lilac bush so you don't have to worry about them crowding your roses, perennials and other plants.

\$3.95 ea.; 3 for \$11.65 (postpaid)

Dwarf BARTLETT PEAR Trees

So juicy you'll eat 'em with a straw! Gorgeous big yellow pears that have more juice, MORE flavor and MORE vitamins than any other pear known. Bartlett has been the top favorite variety with home-owners because it's so easy to grow, yet has outstanding quality. These amazing 'baby' trees of mine will start producing the first crop NEXT YEAR, and the Blue Ribbon Pears off your own trees will be a family treat each year afterward. You'll pick bushels of pears off each 'baby' tree.

Just plant these Geneva-Grown Dwarf Pear trees and the tree does the rest. Inside of a few weeks it'll leaf out and start growing. All next summer your garden will be prettier as a result. Then next Spring it should begin to show its first few blossoms...with first fruit in the Fall. Year-after-year it will continue to be beautiful in Spring-blossom, a treat for a King loaded with fruit in the Fall.

\$3.95 ea.; 3 for \$11.65 (postpaid)



"I Want To Help You With Your Garden Just Exactly
As I Would If We Were Next Door Neighbors!"

Geneva Gardens is lots more than just another nursery that sells plants by mail. You see...for years I did landscape work all around Fairfield County (Conn.), in New York, Westchester, Long Island and Jersey. I've talked to hundreds and hundreds of customers, standing right in their own gardens with 'em. Consequently I know what your problems are...what you're trying to get out of your garden. Well now I'm trying to help you Geneva Gardens customers in just the same way, only I'm doing it by mail.

FRUIT TREES

FRUIT -
EASIER TO
REFRESH -

Here's Why My Dwarf Fruit Trees Are So Popular!

All you do is plant some of my wonderful 'baby' trees this Fall and by NEXT YEAR, believe it or not, they'll actually start bearing big, full-size fruit. Right in your own yard, these amazing Geneva-Grown Dwarf Trees will give you a whole orchard in just a few feet of space. Each tree will give you a BUSHEL or more of gorgeous fruit per year. Plant 'em where you might plant flowering shrubs...get landscape beauty and fruit too! You can't be disappointed; my special root-stock, special grafting and ideal nursery care produce America's BEST dwarf fruit trees.



FROM MY "BABY" TREES
YOU GET FRUIT LIKE THIS

When I say I've selected the BEST varieties of trees and shrubs for you, I really mean it. You won't find anything in this catalog because I'm just trying to promote something 'novel' or 'different'. There are plenty of good reliable plants that folks don't know about so I don't have to recommend things that won't perform for you. In the same way, I want to give you better service than any of the other nurseries. That's because I want you to order from me again in the future (and recommend me to your friends as well!)

Don't overlook my
Special Collection
DWARF FRUIT TREES
Take Advantage of this Special 'Get-Ac-
quainted' Collection of Dwarf Fruit Trees.
I DWARF BARTLETT PEAR
I DWARF McINTOSH APPLE
Just order Group 42. Only \$6.95 for BOTH trees
Not common, ordinary stock, but superior, extra-healthy $3\frac{1}{2}$ - $4\frac{1}{2}$ foot Geneva-grown trees, cared for and selected by experts. Sent to
you prepaid at proper planting time.

Order Now

GROUP 42
(Postpaid)

\$6.95

Other Varieties of Dwarf Apple & Pear Trees

RED DELICIOUS APPLE . . . Famous red cone-shaped apple with 5 knobs on one end.

BALDWIN APPLE . . . Hard, solid; ripens late. Can be stored for months. Favorite for cooking.

CORTLAND APPLE . . . Similar to McIntosh, only flesh is more solid. A favorite eating kind.

Dwarf Apple Trees . . . \$3.95 ea. (postpaid)

DUCHESS d'ANGOULEME PEARS . . . Fancy name! Well, it's a fancy variety! Smooth, juicy flesh; the kind they sell by mail from Oregon.

CLAPP'S FAVORITE . . . A beautiful yellow mid-season ripening Bartlett. Top favorite variety, if you like a pear 2 or 3 weeks earlier than Bartlett.

Dwarf Pear Trees . . . \$3.95 ea. (postpaid)





PLANT THESE TO GET YOURSELF
Delicious Berries for Freezing

RASPBERRIES

Everbearing INDIAN SUMMER

I Guarantee You'll Actually
Pick your First Raspberries in
July if you order bushes now.

Fat juicy raspberries fall off the bushes right into your hand, and then literally melt in your mouth. Millions of gardeners know INDIAN SUMMER as the dependable Everbearing kind...the ones that bear a heavy crop in July and then start bearing again in September. They continue bearing right up until frost. The bushes that I'm going to send you are specially selected. They've been transplanted in the nursery to develop an enormous, wiry root-system. Indian Summer Raspberry may start bearing fruit as early as June 20th. Then it KEEPS GOING SO STRONG YOU'LL PICK DELICIOUS RASPBERRIES ALL SUMMER LONG! There may be a time in hot August when the crop is light, but don't be surprised if you're still picking berries at Thanksgiving!

Of course, the berries are larger than you'd ever expect, and they just hang on the plants by the millions. You'll eat them fresh every day for months; you'll make desserts, shortcake and lots of other wonderful things. You'll also find Indian Summer a marvelous variety for storing in your freezer. Plant bushes 3 ft. apart in rows about 6 ft. apart.

SELECTED GIANT Plants...10 for \$3.75;
25 for \$8.95 (postpaid)

BLUEBERRIES

New GIANT HYBRID Kinds

Plants are highly ornamental, making a beautiful broad 4-5' bush. Blueberries are very fussy about soil; must have an acid condition or they won't grow well. Full planting instructions with every order.

STANLEY...Mid-season; of the very finest quality according to the Experiment Station here. Large, sweet fruit. This is the favorite variety with my customers too!

RUBEL...Late bearer; begins early in July and continues until August. Clusters of large, very luscious dark blue berries.

PIONEER...An old reliable mid-season variety. Berries OVER $\frac{1}{2}$ " IN DIAMETER ARE COMMON...and they're just as sweet as they are Big! Makes a bushy 4' plant.

JERSEY...Pick a few quarts of these when they're dead ripe, and then make them right into a pie. You'll never again be satisfied with 'store bought' pie again.

ANY OF ABOVE Selected GIANTS 3 yr.
18-24" \$1.95 ea.; 3 for \$5.65

Special Berry Group

10 Indian Summer Raspberries,
2 Stanley Blueberries,

ORDER GROUP 43 Only \$6.95
(postpaid)



RED RICH STRAWBERRIES

and Canning

NEW



"The best new everblooming strawberry since 1914", according to Minnesota Nursery Inspector George Nelson!

It's the biggest, reddest, sweetest strawberry you could ever hope to see and, it really IS everbearing! Red Rich out-produces and out-yields all the other strawberries by a mile.

EXTRA LARGE—EXTRA SWEET

Red Rich is firm and sweet right clean through...retains its deep red color right through the entire berry. Has a very small core and the berry ripens evenly. So large that it hardly seems real...even a few plants in your garden will give you twice as many berries as any other variety. New plants produce a pint of berries per plant the first year. Double that after they're well established.

PERFECT STRAWBERRY FOR FREEZING, PIES & JELLIES

Wonderful for freezing! It remains firm and deep red all the time and doesn't mush up when it's thawed. So honey-sweet it doesn't even require sugar. Whether you eat these fresh from the garden or thawed after they've been frozen, you'll agree that Red Rich is the largest, sweetest, prettiest strawberry you've ever seen. Order while the supply lasts.

Guaranteed plants sent postpaid
in time for Spring planting.

12 for \$3.30 25 for \$5.60
50 for \$10.55 100 for \$19.75



GROW MORE STRAWBERRIES IN A PYRAMID GARDEN!

In one-third the space as the usual garden method, you can enjoy an abundant full season growth of RED RICH everbearing strawberries. Easy to pick from...easy to care for, the attractive Pyramid Garden Bed adds beauty to any landscape. 50 plants of RED RICH in one of these Pyramid Garden Beds will produce strawberries all through the long growing season. One Pyramid Bed for the small family, 2 Beds for a family of 4 or 5 people. Made of tough aluminum alloy, it consists of 4 strips that build up into a pyramid. Berries are planted on the flat areas where the dirt is exposed. Complete instructions with every Pyramid Bed. (Also practical for planting flowers, bulbs, etc.) Bed is 6 ft. in diameter across the widest level.

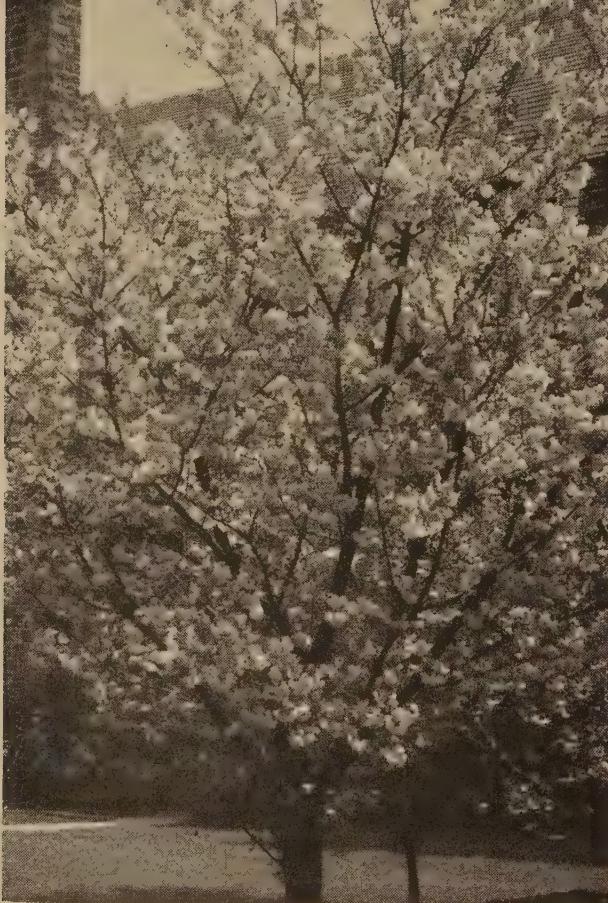
**Pyramid Garden Bed (including 4 rings
and collar for top) \$12.95 (postpaid)**

Pyramid Special

50 plants RED RICH Everbearing
Strawberry plus a Pyramid Garden
Bed...Complete; Ready to plant.

**ORDER Only \$19.95
GROUP 44 (postpaid)**

TREES LIKE THESE



Flowering Crab Tree in Bloom

FLOWERING CRAB TREES

What a sight these trees are in early Spring when every branch is loaded down with blossoms! So thick and full that even a bumblebee can't fly through. The pink type has DOUBLE flowers, making it fuller and more beautiful.

Flowering Crabs make a well-shaped specimen plant...they're about 15 to 18 feet high, vase-shaped with a spread of 8 or 10 feet. From the first show of buds in early Spring until every branch is loaded down with bright attractive crab-apples in the Fall, these trees are really a sight for sore eyes.

They're ideal in places where you want a neat, compact tree. Has generous "King-Size" beauty but will not crowd other trees.

Selected Plants — Fully Guaranteed 3 to 4' high; Shipped Express Charges Collect.

RED FLOWERING CRAB \$2.55 ea.
DBLE PINK FLOWERING CRAB . . \$2.95 ea.

PURPLE LEAF PLUM . . . Deep, bronzy foliage all season. Dark copper color makes this tree prominent no matter where planted. From early Spring to late Fall, every leaf on every branch is the color of a shiny, new penny. 4 to 5' tree \$2.95 ea.

CHERRY, Double PINK . . . Every branch seems bursting with large, double pink blossoms. Early in spring, you'll absolutely gasp with amazement at this magnificent sight. Husky 4-5 foot trees, \$5.75 ea.

MAGNOLIA SOULANGEANA . . . Huge pink and white blooms completely cover the tree in early spring, before leaves appear. Very, very showy! 18-24" plants \$5.60 ea.

Get These for Breath-Taking Spring Beauty

FLOWERING TREES

WHITE DOGWOOD TREES

Covered with enormous single blooms of purest white, frequently several inches across. Each flower has 4 heart-shaped petals surrounding a dark yellowish-brown center. In early Spring every branch on every tree is so covered with these lovely blooms that it looks like a swarm of graceful white butterflies. The best known and most widely planted of all flowering trees. Not hardy in cold regions.

White Dogwood Trees 3-4' \$4.25

PINK DOGWOOD TREES

Same beautiful tree as above, but blooms are rich, dark pink instead of white. The color and form of this special strain of pink dogwood has been carefully selected to insure maximum beauty, maximum bloom and complete satisfaction for you.

These guaranteed pink dogwood trees are grafted, using a special selected type of grafting wood and an understock that guarantees heavy root growth. That's why 2-3' plants of Pink Dogwood Trees cost...\$6.00

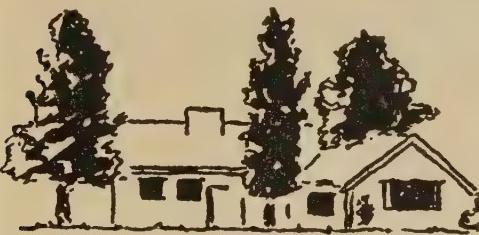
HAWTHORN, DOUBLE SCARLET . . . Brilliant red blooms completely cover every branch in May-June. Striking red berries in Fall. 15-20'. This is one of the choicest of all ornamental trees! 4-5' . . . \$6.75 ea.

PEACH, DBLE RED Flowering . . . Reaches an ultimate height of 12-15'. Every branch like an artist's dream when it's covered with beautiful double red blossoms in spring. 3-4' trees, \$1.90 ea.



White Dogwood Tree in Bloom

Make Your House a Home!



For Cool, Cool
Shade on Hot
August Days



Golden Weeping Willow

SHADE TREES

GOLDEN WEEPING WILLOW...Fastest growing tree of all...grows as much as 5 or 6 feet in a single year. Unequaled for quick shade...immediate effect...gorgeous beauty over-night! These special Geneva-Grown trees have a root system you can't beat, so they make prominent, striking trees no matter where or how used. Superior for shading hot, sunny lawns; to keep hot afternoon sun off your house...in fact, they're just about perfect for any gardener or home-owner who wants shade in a hurry. You can't beat this tree to get quick shade in barren, open hot places. Long slender branches "weep" down to the ground in sweeping grace. Very vigorous...grows almost anywhere, but prefers moist ground. 6'-8' foot trees \$3.55 ea.; 3 for \$9.85

CHINESE ELM...Another particularly fast growing shade tree. Strong, up-right trunk and large, well-shaped head; resembles other slower growing shade trees, but the Chinese Elm grows much faster...gives you a quicker effect than other Elms or Maples. Here's a quick easy way to beat the heat...cool your home...install your own air conditioning simply by planting a few of these fast growing trees where they'll shade your house. They'll lower the summer temperature as much as 10 or 15 degrees. Also increases the value of your property by many times the moderate cost of the trees. The Chinese Elm is very hardy and vigorous; not at all particular to soil and exposure. 6'-8' trees \$2.95 ea.; 3 for \$8.25

SILVER MAPLE...Fastest growing of all the maple trees. Foliage silvery underneath. Very satisfactory where quick effect is needed. Gets to a height of 50-60', but they break easily when they're big. 6'-8' trees \$2.95 ea.; 3 for \$8.25

PIN OAK...Fastest growing of all oaks. Very symmetrical, well-balanced shape...almost like a giant cone. Branches very angular, tight and close together. Main branches come out straight from the trunk. Copper-red in Fall. Ultimate height 50-60 ft. 6'-8' trees...\$5.60 ea.

NORWAY MAPLE...Compact, well-shaped maples of steady, regular growth. Dense, rich foliage; gorgeous fall coloring. 6'-8' trees...\$5.00

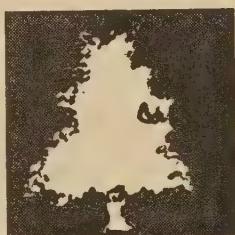
SUGAR MAPLE...When artists want a stately shade tree, they invariably paint Sugar Maples. Broad, massive heads of interesting, slightly irregular shape. Eventual height 50-60'. 6'-8' trees...\$5.00 ea.

LOMBARDY POPLAR...Most dramatic and prominent of all trees...Very tall and slender, but completely solid with many upright branches and handsome, shiny foliage. Ultimate height 80-100 feet. Excellent for tall hedges, screens. (See illustration on next page.) 6'-8' trees...\$1.55 each; 3 for \$4.45; 6 for \$8.90

WHITE BIRCH...Loveliest of natures gems...beautiful, delicate, lovely in any setting, any location. The snow white bark and the rich green foliage of the White Birch tree gives it a charm and character unlike anything else. The Birch is a slender, delicate tree, but its shiny white bark with finely etched lines of black make it a thing of rare beauty. (See illustration on next page.) 3 to 4' Clumps (3 stems) \$4.65 ea.; 3 for \$12.95 (prepaid)



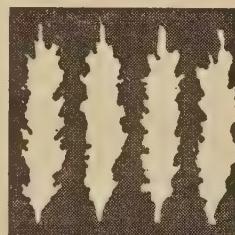
Chinese Elm



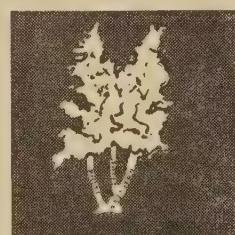
Silver Maple



Pin Oak



Lombardy Poplar



White Birch

**SHADE AND FLOWERING TREES ON THESE 2 PAGES MUST
BE SHIPPED EXPRESS CHARGES COLLECT**



Triple-trunk White Birch

"Triple-Trunk" WHITE BIRCH TREES

*I never have enough of these for everybody
so be sure to order yours EARLY!*

The rare, hard-to-find Canoe White Birch. Snow white bark with delicate shadings and fine dark lines. Bark becomes whiter and WHITER as the tree grows. All my plants are specially selected...they have not just one, but THREE STEMS and the whitest, cleanest bark you've ever seen. This shows up beautifully with the rich green foliage, giving each "triple-trunk" Canoe Birch tree a charm and delicacy unmatched by anything else in nature. No matter where you plant 'em, they always steal the whole show. My vigorous 3 to 4 foot plants make a semi-dwarf clump when fully grown.

**"Triple-Trunk" (3 stem) Clumps \$4.65 per clump; 3 for \$12.95
(Shipped prepaid)**

TALL, SLENDER

My Poplars Certainly Grow F-A-S-T!

Perfect for screen plantings from 10 to 40 feet high. In a short time they'll block out unsightly views...give your property an amazing glamorous 'country estate' look...serve as a solid windbreak to protect and shelter your home and garden. These straight husky plants of mine are ideal wherever you want a tall screen that grows F-A-S-T. Trees may eventually become 40 feet high, but spread out only 5 or 6 feet at the widest part (just like the ones in the picture at right). Plant 'em closer together or farther apart, according to your own particular needs.

I INSPECT EVERY TREE BEFORE SHIPPING

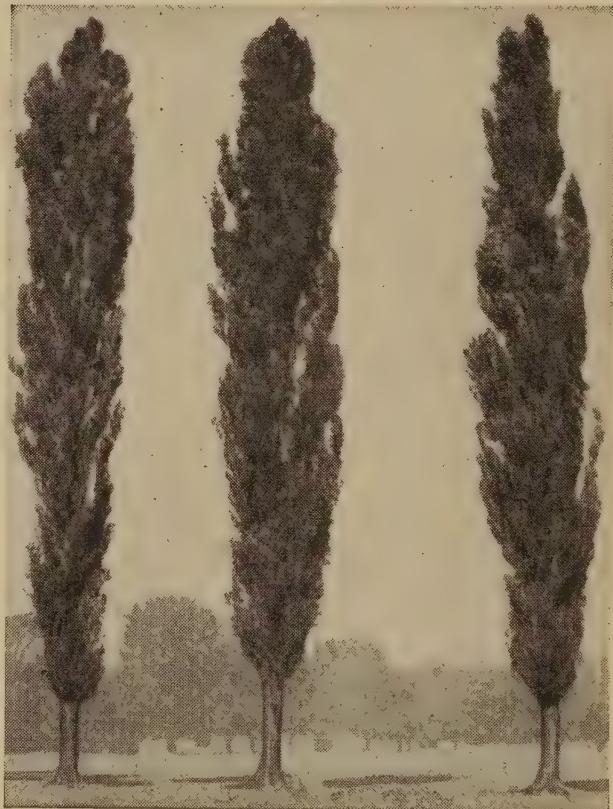
You'll get rugged sturdy trees from me because I've actually grown 'em up to 6 feet high right here in the nursery before I dig and ship to you. Each plant passes an inspection test for heavy root system...straight trunk...all round vigor and high quality or I won't let 'em go out. That's why my trees are in such terrific demand, and why they grow so well.

6-8 ft. trees \$1.55 ea.; 3 for \$4.45; 6 for \$8.90

(Special Quantity Rate - 25 or more trees \$1.35 ea.)

Shipped Express Charges Collect

LOMBARDY POPLARS



*These Poplars are about 14 ft. Apart.
Plant 5 ft. Apart for a Solid Screen.*

Here's My Guarantee!

If anything you order
from me doesn't satisfy you
completely, I'll send your
money back promptly and
cheerfully.

Ed Scofield

I'VE WATCHED MY PLANTS GROW

That's Why My Guarantee Is So Strong!

It's easy to guarantee complete satisfaction when you ship out top-quality plants like mine. I actually see them growing before they're dug up and shipped to customers. When I know how well they were growing in the nursery, it's a simple matter to guarantee that they'll grow equally well for you too. I'm anxious to please you because I want your future orders (and new orders from your friends too! I'll sure take good care of any of your friends who order from me.)



My Lovely {Choice of Colors}

BUTTERFLY BUSHES

Bloom ALL SUMMER Long!

(Left) All summer long 10-inch sprays like those pictured weigh down the graceful medium sized bushes. Very conspicuous; blooms when few other shrubs show any color. Makes a bush 4 to 6 ft. high, and produces more and more lovely flower spikes all summer. Often called "ever-blooming summer lilacs". Very easy to grow... dies back in winter, but comes up vigorously again in Spring.

CLEAR PINK (Charming) Same gorgeous spikes as illustrated, but the color's a rich clear pink. Almost looks like an artificial flower, the blooms are so perfect and the color so rich and lovely.

WINE RED (DuBonnet) Amazing spikes of deep rich wine red; like velvet to see or touch. This variety has 12" spikes. Blooms June thru Sept.

Either of above varieties \$1.45 each (postpaid)

SPECIAL

BUTTERFLY BUSH COLLECTION

Order Group No. 47 to get 2 each of these amazing ALL-SUMMER Flowering Butterfly Bushes. I want you to try them because they're so outstanding you'll thank me for suggesting it.

Group 47 \$4.85

2 Butterfly Bush WINE RED Only **4** (postpaid)
2 Butterfly Bush CLEAR PINK



DWARF RED SPIREA...

Look carefully at the picture (left) so you don't confuse this with ordinary white Spirea! This Dwarf shrub is completely covered with red blooms up to 3" across. Each bloom is flat, but they're held erect above the foliage and honestly cover the entire plant when it's in flower. Has a very, very long blooming period...far more than ordinary Spirea...and the whole bush rarely gets higher than 3 to 4 feet. Grows well even in poor soil. Ideal for low plantings where you want neat, compact bushes.

\$1.45 ea.; 3 for \$3.95 (postpaid)

HARDY PHLOX for Brilliant Colors in July and August

Imagine blooms like the one shown here SIX TO SEVEN FULL INCHES ACROSS...and in a dazzling range of sparkling colors. My selected field-grown plants guaranteed to bloom next July and August; then they'll RE-BLOOM again in late September. Every plant will have scores of blooms, adding a rainbow of color wherever you plant them. Absolutely hardy, plants grow 24 to 30 inches tall; require no special care to give you amazing results.

Choose From These Outstanding Varieties

BRIGHT EYES... Each floret a bright rose pink, accented with its dark red eye in the center.

MARY LOUISE... Pure glistening white. Best of this color. Huge white florets; gigantic heads.

FLASH... A New Scarlet-Red Phlox. Gorgeous strong color a beacon of beauty wherever planted.

DAILY SKETCH... Brilliant salmon-pink with a striking crimson eye in each individual floret.

ROYAL PURPLE... Rich shaded violet with deeper eye. Unusual color. Best of the purples.

SALMON GLOW... Flame pink with lighter eye.

Any of above varieties — postpaid 75¢ ea.; 3 for \$1.95



PHLOX SPECIAL!

{ ONE EACH OF ALL
6 COLORS }

Six plants individually labeled.
All are field grown; guaranteed

Order Group 48 \$3.45
Only **3** (postpaid)



The BEST

PLANT LOTS OF THESE TO GIVE
Flowering Shrubs are the

LILAC SPECIAL

Four Outstanding Varieties of Hybrid Lilacs

Here's a special group offer, giving you one each of the four Hybrid Lilacs described at left.

1 DOUBLE RED... 1 DOUBLE BLUE
... 1 DOUBLE LAVENDER...
1 DOUBLE WHITE

GROUP 50 (Postpaid) Only \$7.45

Double blue lilac President Grevy

GIANT HYBRID FRENCH LILACS

DOUBLE RED...(Chas. Joly) You've never really seen lilacs if you don't have this! Deep, dark reddish purple masses cover the full, rich plants. Each bloom is bigger than your fist...made up of hundreds of individual florets, every one of which is double and more than $\frac{1}{2}$ " across.

DOUBLE BLUE...(President Grevy) Favorite variety that's illustrated above. Blue-violet blooms cover the plant in great clusters. Mounds of these enormous lilac clusters weigh the plant down in the spring.

DOUBLE WHITE...(Mme Casimir-Perier) The lilac of Brides! Pure heavenly white masses cover this variety. Plants are strong.

DOUBLE LAVENDER...(M. Buchner) Pinkish-lilac shades run a wide range of delicate tones. Clusters of blooms frequently reveal 10 or even more colors in the same cluster.

Husky 18-24" plants - Any of Above

\$1.95 ea.; 3 of same variety \$5.65

ALMOND, Double Pink... Completely covered with small button-like rosettes of pale pink in APRIL and MAY. \$1.65 ea.

BEAUTYBUSH... Becomes an enormous 6-8' shrub; completely covered by arching branches laden with pale pink blooms. Blooms MAY and JUNE. \$1.80 ea.

DEUTZIA Double-Pink... Large, beautiful 6-8' plants covered with small double pink blooms in JUNE and JULY. \$1.10 ea.

HONEYSUCKLE — RED... Large, vigorous; plants often 8-10'. Blooms May. \$1.10 ea.

HYDRANGEA Pee-Gee Huge white cone-shaped flower heads turn pink. Showy from July until October. Very vigorous. \$1.65 ea.

HYDRANGEA — HILLS OF SNOW Wiry bush, 3-4' high covered with enormous heads of pure white blooms. \$1.65 ea.

All Flowering Shrubs Shipped Postpaid

SPIREA VAN HOUTTE

By far the most popular and most widely planted shrub in America. Arching sprays of pure white blossoms cover the whole plant in Spring.

\$1.25 ea.; 3 for \$3.55



RED FLOWERING QUINCE Low broad bushes absolutely covered with brilliant scarlet clusters in early spring. Blooms are broad flat flowers often 4" across, appearing before the foliage. Plants are blazing masses of spring glory when they're in bloom. \$1.35 ea.; 3 for \$3.90



Flowering Shrubs

YOUR GARDEN PRIVACY AND COLOR

Backbone of a Beautiful Garden!

MOCK ORANGE Most deliciously fragrant of all plants! Pure white, single blooms just like orange blossoms...plus that heavenly fragrance! Grows to 10'; very vigorous. Blooms in June. \$1.10 ea.

MOCK ORANGE - Double... Huge semi-double blooms 2" across; in such profusion they weigh down every branch. Pure glistening white seems to glow. Scattered blooms all summer. \$1.80 ea.

PUSSY WILLOW - Giant French Lovely, soft catkins like pearl-grey down cover the 10' bush in early Spring. Thrives everywhere. \$1.30 ea.

ROSE OF SHARON (Althea-Hibiscus). Erect shrubs like small trees. 10 to 12' specimens not unusual. Every branch covered with prominent 3 to 4 inch blooms of brightest colors in late July, August and Sept. Very vigorous, hardy and disease-free.

DBLE RED Striking, deep color.

DBLE BI-COLOR Dble white, red "eye".

DBLE WHITE Pure white. Very showy.

DBLE PINK Clear, sparkling pink.

DBLE PURPLE Double purple blooms.

Any of above \$1.35 ea.; 3 of same variety \$3.95

ROSE TREE OF CHINA Gorgeous 8-10' shrub resembling a small tree. Double bright pink blossoms stud every twig in April and May. \$1.80 ea.

SMOKE TREE Bushy, 15' plant covered with handsome foliage and showy flowers. Seems to be covered with a film of purple smoke. \$2.00 ea.

SPIREA - PINK Tall spikes of deep pink blooms in July and August. Vigorous, hardy 4-5'. \$1.10 ea.

SWEET SHRUB The widely-loved Strawberry Shrub, still a favorite after 60 years. Deep, deep red blooms 2" across have remarkable spicy fragrance. Fragrance of strawberries. \$1.90 ea.

WEIGELA, Dwarf RED In May and June, a mass of crimson, bell-shaped blossoms. Very showy and attractive; 3-4' tall. \$1.95 ea.

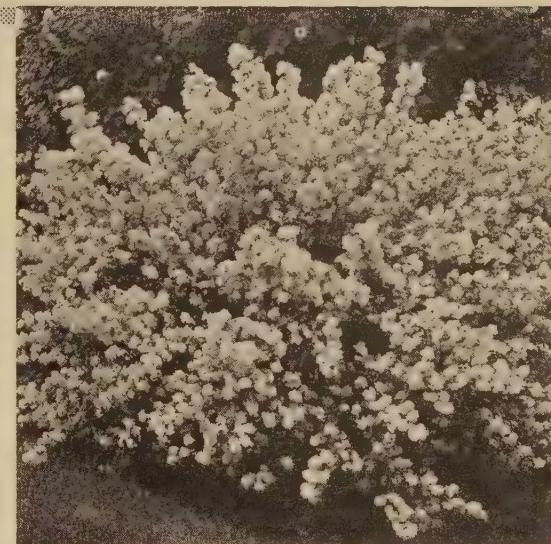
WITCH HAZEL An amazing shrub or small tree nearly 20' high. Delicate yellow flowers appearing in late October and November! \$1.90 ea.

SPECIAL

Bargain Collection of Favorite Flowering Shrubs

6 Leading Shrubs for Spring Planting
Red Hybrid Lilac, Bridalwreath, Forsythia,
Red Flowering Quince, Dwarf Red Spirea,
White Spirea (6 varieties illustrated)

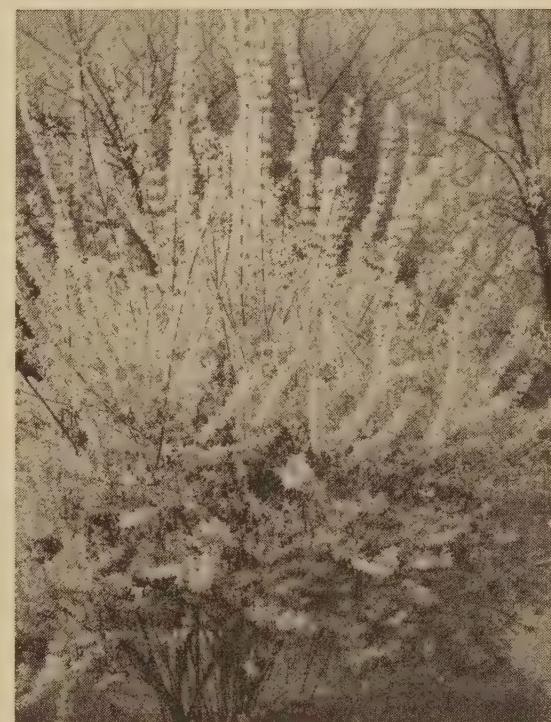
GROUP 51 Only \$8.75
(Postpaid)



True BRIDALWREATH
(Spirea prunifolia)

Tiny, button-like blossoms of purest white completely cover the large plant. Each and every slender arching branch is covered right to the tip.

2/3' plants \$1.45 ea.; 3 for \$4.15



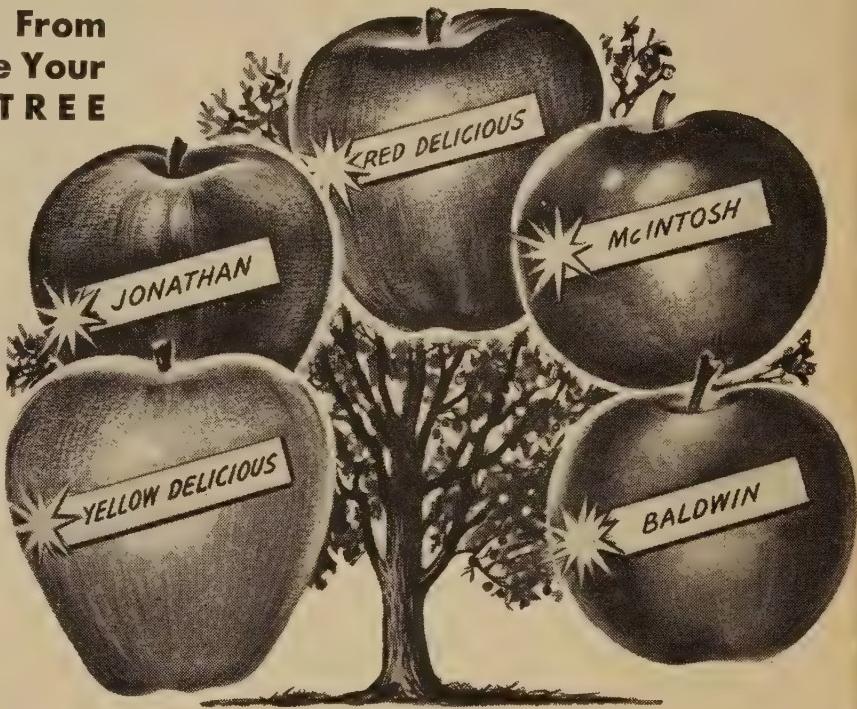
FORSYTHIA (GOLDEN BELL)
First golden flower of Spring! Millions have been planted, but they're still everybody's favorite. Covered with bright yellow before the leaves appear.

2/3' plants \$1.90 ea.; 3 for \$5.45

A WHOLE APPLE ORCHARD IN ONE MAGIC TREE!

**Friends Will Come From
Miles Around to See Your
5-in-1 APPLE TREE**

Would you like your friends and neighbors to think you're a horticultural expert? Like to be able to pick orchard-fresh, tree-ripened fruit from one corner of your yard all season long? Like to own a whole Apple orchard of five top-favorite varieties all in one tree? Then enjoy the thrill of a lifetime. Send for one of my "magic" 5-in-1 Apple Trees. The "magic" is all in the tree. You don't have to do anything special at all...just plant it, and as soon as the weather is nice next Spring, your tree will start growing. Each different variety of apple is grafted right onto your 5-in-1 tree.



YOU'LL PICK 5 KINDS OF APPLES FROM THIS AMAZING TREE

Just plant it and watch it perform! Every Spring your 5-in-1 Apple Tree will put on a spectacular show of five DIFFERENT kinds of Apple blossoms. (What a sight!) And every summer varieties will all ripen at different times, so you can do your Apple picking leisurely. You'll pick big, juicy Red McIntosh Apples, bursting with sweet tangy juice. Jonathans, so crisp and sweet, you will love every mouthful. Dark shiny red Baldwins for the tastiest pie-apple this side of heaven! Red Delicious, king of eating apples...and the golden pleasure of Yellow Delicious.

If you bought five separate trees, they would cost you at least \$13.00 or \$14.00! But you pay only \$3.75 for my Selected Giant 5-in-1 Apple Trees. They are really beauties, too...big, husky three-year old trees, 5 to 7 feet high when you get them.

5-7 ft. trees
\$3.75 ea.
3 for \$10.95
(not postpaid)



READ WHAT MY CUSTOMERS SAY

"My plants are growing far beyond my expectations. They have even survived a dry spell, playing children, and a chewing, growing dog."

K. W. L., Hicksville, N. Y.

"I compliment you on the way the plants were packed, and on the large amount of roots on each plant." W. C. C.,
New York City, N. Y.

"You seem like a real personal friend. Other companies seem like just what they are...in it for the money."
F. A., Michigan Center, Mich.

"My five apple trees arrived in very good condition, and are now growing beautifully."

W. N. O., Cleveland, Ohio

"All your plants are growing fine, even in my red clay soil."
N. S. F.
Alexandria, Va.

STANDARD FRUITS FOR HOME AND ORCHARD

APPLES

RED McINTOSH... Tender! Juicy! Sweet! Fragrant!... There just aren't words enough to describe these marvelous apples. Red McIntosh has been the favorite eating apple for years.

RED DELICIOUS... Bright red, cone-shaped apple with 5 knobs. This is the firm, solid, fine-textured apple you find in stores.

BALDWIN... Dark, shiny red. Very firm and solid. Excellent late variety for cooking or canning. Not a table variety.

Standard 5 to 6' trees \$2.00 ea.;
3 of same variety \$5.70

CHERRIES

SCHMIDT'S BIGARREAU... You probably call this **BLACK OXHEART**. Huge, luscious maroon-black cherries simply bursting with juice and flavor. Sweet as honey, only much more fun to eat... especially when you pick them off your own trees. Largest and finest of sweet, eatin' cherries.

4 - 5' trees \$2.35 ea.; 3 for \$6.75

MONTMORENCY... The leading Pie-Cherry... makes the kind of pies that win prizes... the kind that make you come back for a third helping! Bright red color and good size. You can't beat this for pies, jellies, etc.

4 - 6' trees \$2.25 ea.; 3 for \$6.50

PLUMS

STANLEY PRUNE... Sweet, dark blue plums overflowing with delicious juice. Comes into bearing very young, and you can depend on a good annual crop. The best plum for backyard orchards!

Standard Size 5 - 6' \$2.00 ea.; 3 for \$5.85

NECTARINES

SURECROP... If you want something unusual and also delicious, try one of these! Fruit ripens in September... the size of large peaches. White in color with markings of bright red.

Standard Trees 4 - 5' \$2.00 ea.

GRAPES

CONCORD... The undisputed KING of the blue grapes! Most widely grown, best known; gives biggest crops of any. Loaded with enormous bunches of extra tender, juicy sweet fruit. Favorite for jams, jellies.

NIAGARA... Favorite WHITE grape. Has a sweet, distinctive flavor all its own. Very vigorous, easy to grow.

ANY OF ABOVE VARIETIES
2 yr. #1 size 95c ea.; 3 for \$2.55

GOLDEN MUSCAT GRAPES... Enormous clusters of Giant grapes... the kind you'd only expect to find in the tropics! Beautiful light golden color; very juicy.

Strong 2 yr. #1 plants \$1.70 ea.; 3 for \$4.85

APRICOTS

EARLY GOLDEN... Trees heavy with attractive fruit in July. Fruit oblong... orange-yellow spotted with red. Very hardy.

Standard Trees 4 - 5' \$2.25 ea.

ALL FRUIT TREES SHIPPED EXPRESS CHARGES COLLECT



PEARS

BARTLETT... So juicy you'll eat them with a straw! Sturdy trees bear very heavy crops of enormous bright yellow fruit in Fall.

SECKEL... You surely know this sweet, delectable little pear. It's fairly small; reddish-brown in color, and sweet as a nut! A very popular variety for eating.

SELECTED GIANTS, 6 - 7', \$3.00 ea.
Standard Trees, 5 - 6', \$2.00 ea.

PEACHES

Improved ELBERTA... The finest eating and canning peach in the world! Late in the season, every branch hangs heavy with big golden peaches. Sweet, golden flesh drips juice just like honey. Trees are small even at maturity, like a dwarf tree for landscape planting.

GOLDEN JUBILEE... The Favorite EARLY-bearing peach. Marvelous for cooking, canning and delicious fresh off the tree.

\$1.75 ea.; 3 of same variety \$4.95

NUTS

CHINESE CHESTNUTS... Big, fat delicious chestnuts right on your own trees. These new blight-resistant trees have nuts larger than the American chestnut, and every bit as sweet.

2 - 3' trees, \$2.80 ea.; 3 for \$8.25

ENGLISH WALNUT... Geneva-Grown from 50 year old parent trees right in this vicinity. You'll have regular annual crops of fine flavored English Walnuts for a lifetime.

3 - 4' trees, \$2.80 ea.; 3 for \$8.25

CURRANTS

RED LAKE... Loaded with enormous fat berries up to $\frac{1}{2}$ " in diameter... and they hang on the luxuriant bushes like that IN CLUSTERS! An amazing all-around backyard fruit. Very hardy, easy-to-grow, disease-resistant, bears heavily. Strong, Husky 2 yr. plants ... \$1.10 ea.; 3 for \$2.95

GOOSEBERRIES

POORMAN... Try these if you want a rare treat! Fat, red skinned berries similar to currants; tender flesh with a sweet flavor.

DOWNING... An unusually heavy bearer that thrives on light soil. Tender.

Either Variety 2 yr. strong plants \$1.10 ea.;
3 of same variety \$2.95

QUINCES

ORANGE QUINCE... You can't beat this for making delicious jams, jellies or marmalade. Bright golden yellow fruit in Fall; silvery pink blossoms in Spring. Very dwarf in character.

3 - 4' trees ... \$2.80 ea.; 3 for \$7.95

Backyard Orchard
FRUIT TREE
ASSORTMENT

- 1 McIntosh "Eating" Apple
- 1 "Black Oxheart" Cherry
- 1 Elberta "Juicy" Peach
- 1 "Sweet" Bartlett Pear
- Standard 4-6 and 5-6' Trees
- Not Dwarf Trees. (See page 21 for Dwarf collection).

GROUP 40
ONLY

\$7.55

Express Charges Collect

Favorite Bulbs



GLADIOLUS

Hand-Selected Bulbs Flown Here From Holland!

Gladiolus are easily grown in any good soil in a sunny location. Plant at 2 week intervals to have a succession of bloom all summer long.

Your "glads" will give you an abundance of gorgeous colors for bouquets all summer long.

	12	50	
De Goede's Triumph . . . Huge orange-red	1.45	4.75	
Johan van K . . . Deep, penetrating orange	1.45	4.75	
Leeuwenhorst . . . Pure salmon-pink	1.25	3.95	
Ravel . . . Bluish-violet, marked brownish	1.95	7.35	
Golddust . . . Clear, pure dazzling yellow	1.25	3.95	
Junebells . . . Snow-white; large florets	1.25	3.95	
New Europe . . . Bright, bright RED	1.25	3.95	
Picardy . . . Immense apricot blooms	1.25	3.95	
Valeria . . . Favorite Red variety	1.45	4.75	
Yellow Herald . . . Tall, pale yellow	1.55	5.35	

DAHLIAS

Prize-Winning Exhibition GIANT Types

Leading exhibition varieties, specially selected for giant size of flower and brilliant coloring.

Dahlias are easy to grow in any sunny location. They make big strong plants — not bothered by insects or diseases.

	Each	3
Anna Benedict . . . Deep rich garnet.		
Best dark red variety.	1.15	3.15
Jean Trimbee . . . Petunia-violet. Very tall, strong grower. Huge blooms	1.15	3.15
Laetaire . . . Striking scarlet and gold combination. Excellent form.	.85	2.25
Michigan White . . . Pure white dahlia, blooms 7 to 8" across.	.85	2.25
Premier's Winsome . . . Amaranth-pink with lighter shadings.	.85	2.25
Tower's Empire . . . Clear golden yellow. Excellent stems, Unusual foliage.	.85	2.25

SPECIAL GROUP OFFERS

GLADIOLUS SPECIAL

10 bulbs, each of the 10 varieties described above. 100 in all

GROUP 41
(Postpaid)

Only \$8.95

GIANT FLOWERED BEGONIA SPECIAL

3 bulbs each of the 7 colors listed above. Selected bulbs, 21 in all

GROUP 45
(Postpaid)

Only \$6.45

DAHLIA SPECIAL

1 tuber of each of the 6 Prize-Winning Exhibition Dahlias listed . . . 6 in all

GROUP 49
(Postpaid)

Only \$5.45

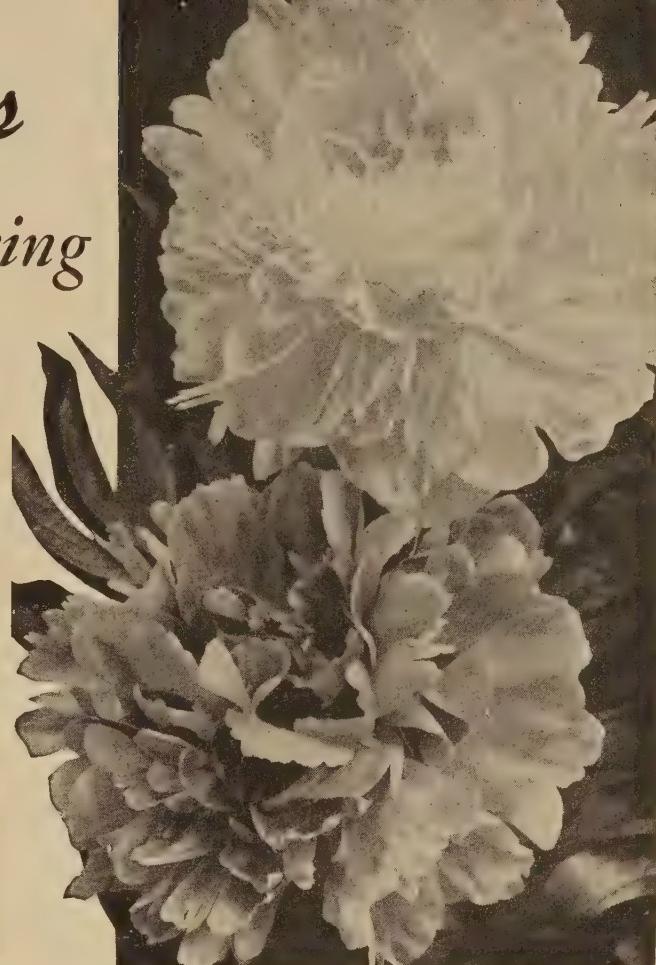
PEONY SPECIAL

One each of 4 favorites . . . Festiva Maxima, white; Felix Crouse, red; Sarah Bernhardt, pink; Louis Van Houtte, crimson.

GROUP 46
(Postpaid)

Only \$4.75

and Perennials for Planting this Spring



PEONIES

TUBEROUS BEGONIAS

Giant Double-Flowering. This Selected
Camellia-Type Begonia Flown from Holland!

Hansomest of all summer flowering plants. Gigantic blooms give you a spectacular show of glorious color from July until frost. Individual flowers are frequently 4 and 5 inches across. You can grow these without trouble in any partially shaded corner of your garden.

RED	SCARLET	YELLOW	PINK
ORANGE	SALMON	WHITE	MIXED

.45 ea. 3 for \$1.00 12 for \$3.35

PEONIES (above right)

Favorite varieties of hardy peonies for planting this Spring. Will make big, vigorous clumps that bloom more profusely year after year. Very hardy and disease-resistant. No flower gives so much bloom for so little care.

EDULIS SUPERBA . . . Dark rosy-pink; enormous size and heavenly fragrance. Blooms often 7" across.

FELIX CROUSE . . . Glowing, brilliant red. Each flower so full with shaggy red petals that it looks as if it would burst apart. Also fragrant.

FESTIVA MAXIMA . . . Gigantic blooms of purest white with flecks of crimson.

LOUIS VAN HOUTTE . . . One of those deep, deep crimson peonies you never forget. Huge flowers, long stems.

MONS. JULES ELIE . . . Famous soft glowing silver-pink. A delicate color combination.

SARAH BERNHARDT . . . Clear, uniform overall pink. Stands out like a beacon of beauty no matter where you plant it.

Strong Field-Grown roots (3-5 eyes) \$1.25 ea.;
3 of same variety \$3.50



Lily of the Valley

Giant, Super Fragrant Type

Huge white bells twice the size of ordinary kinds, crammed together on wiry 8" stems. And best of all . . . the fragrance is also sweeter and more pronounced. You just can't get enough of this heavenly fragrance. Even a small bouquet will scent the whole house for a week. I don't have nearly enough of these to go around so order TODAY!

Heavy clumps . . . 95c ea.; 3 for \$2.70;
6 for \$5.40

FAVORITE HYBRID TEA

SATISFACTION GUARANTEED OR MONEY BACK

ONE EACH OF THESE 6

ORDER
GROUP 55
Only \$7.98
Postpaid

Just take a look at those 6 roses illustrated in color. . . . Imagine each one of them 2 or 3 times as big as it is in the picture! And then imagine each bush just loaded with buds and blooms like those all summer long. Get them planted this Spring and you'll have roses like these this summer. Get your order in early so I'll be sure to have the plants for you.

These Are the Favorites With Experienced Gardeners Everywhere

AMI QUINARD Intense dark crimson, almost deep as black velvet. Beautiful urn-shaped bud seems black; then opens to rich, deep crimson blooms of lovely form. Very profuse. Ami Quinard is a classic.

CHRISTOPHER STONE Brilliant, sparkling scarlet-crimson. Particularly profuse in its freedom of blooms all season. Very vigorous. One of the best red hybrid tea roses.

CONDESA de SASTAGO The leading two-tone rose. Fiery-copper red inside of petals and rich yellow outside. A riot of rich unusual colors. Very striking. Fragrant!

ETOILE DE HOLLANDE So perfect, it's the standard against which other red roses are judged. Superb deep color, strong fragrance and profusion of bloom have made this a favorite with everyone!

GOLDEN DAWN Very large rich yellow. Gorgeous buds are splashed carmine and open into enormous sunflower-yellow fragrant blooms. Large bush; 5-6" blooms.

PRES. HERBERT HOOVER An amazing blend of maroon and orange tones. Huge size, very profuse and richly perfumed. Considered the most brilliantly colored of all roses by experts from coast to coast.

MRS. SAM McGREDY Scarlet-copper-orange flushed red. Another one of those beautiful big roses with an almost impossible blend of rich color. Always a prize-winning rose.

NEIGE PARFUM Like a gorgeous big white peony. This is so rich in its lemon-verbena fragrance that it's recognized as the most fragrant of all roses! Try it for yourself.

PICTURE The finest clear pink, according to American Rose Society rating. Beautifully formed, medium-size, blooms continuously all season. Fragrant. The best clear pink!

POINSETTIA Magnificent rich scarlet... like glowing fire-red. One of the finest red, red roses! Has very good form, fragrance, size and everything else that's desirable in a perfect rose for your garden.

RED RADIANCE Deep rosy-red...with all the fine qualities you'd ever expect to find in ONE rose! A favorite since 1890.

ROSLYN Deep-golden yellow with darker shadings in the half-open bud. A rugged dependable performer; will give hours of garden pleasure all season.

Any of above,
Postpaid \$1.45 ea.; 3 of same variety \$4.25

Special Offer . . .



ONE DOZEN favorite Hybrid Tea Roses, including the six illustrated in color PLUS the other 6 described above. All 12 roses at a Special Price.

One each of the 12 varieties listed above...SAVE \$1.45

ORDER GROUP 56

(Postpaid)

Only \$15.95

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HERE

ED SCOFIELD'S

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CARTER ROAD

GENEVA, N. Y.



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Geneva Gardens

GENEVA, NEW YORK



If you don't think enough of
Geneva Gardens to recom-
mend me to your friends,
let ME know what's wrong!
Ed Scofield

Do a Favor For Your Gardening Friends!

SEND 'EM A COPY OF MY NEW CATALOG . . .

Fill in the spaces on this card, and I'll send my new FREE catalog to any of your friends or neighbors who are gardeners. Be sure you send names of folks who are seriously interested in making their place look prettier. Fill in this card to-day, and drop it in the mail. (Better leave one space for the mailman to put his name down!)

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TO INSURE BEST SERVICE,

Please Read Following Suggestions!

SHIPPING DATES

Your plants will be shipped to you at the proper planting time for your locality. Based on my experience and weather reports, I know when the plants should reach you and will try to get them there at the right time.

ALWAYS USE SAME ADDRESS

Always use the same address when ordering or when writing letters. Frequently, customers have more than one address (home — business — summer cottage) in different towns. Our files are set up by city name so be sure to let me know if you have more than one address. All members of the same household should order in the same name. If you write on business or office stationery, be sure to let me know whether you're ordering for yourself or your company.

SPECIAL NOTES, INSTRUCTIONS, QUESTIONS

If you have any special messages to send with your order, please put them on a separate piece of paper and we can thus handle your order and your correspondence more quickly. Be sure to put your name and address on the separate note.

CHANGES IN YOUR ORDER

Our shipping department is handling thousands of orders from early March until the end of April. At that time your order may not be filed where we can lay hands on it quickly. So please don't ask for changes or cancellations at the last minute. We may not be able to find your order in time to do what you ask.

CHARGE ORDERS

If you wish to charge an order, please be sure to give us three references so that we can establish a charge account in your name.

DAY OR TIME OF ARRIVAL

Customers often request that plants be delivered on Friday. This is impossible from my end because once an order is turned over to the Post Office or the Railway Express Agency, I have no control over the length of time they will take to deliver it. If you want plants SHIPPED on a certain day, I'll comply with your request, but cannot assume responsibility for delays in transit.

DO WE HAVE YOUR NAME AND ADDRESS CORRECT?

If the name and address on the envelope this catalog was sent in are not correct, please notify us so we can bring our files up to date. Incorrect addresses may mean orders sent to the wrong place.

ORDER BLANK

ED SCOFIELD'S

Geneva Gardens

• GENEVA, N. Y.

Date _____

Name _____
PLEASE PRINT PLAINLY

PLEASE PRINT PLAINLY

Street _____

City _____ **Zone** _____ **State** _____

PLEASE READ!

Should you write or order from more than one address, please let me know this. (It will help me to give you better service if you read the instructions on the reverse side of this order blank.)

If this is your first order with Geneva Gardens, please check box at right.



Amount Enclosed \$ _____

TO INSURE BEST SERVICE, PLEASE SEE NEXT PAGE

AROSSES

SATISFACTION
GUARANTEED
OR
MONEY BACK

PRESIDENT
HERBERT
HOOVER

ROSLYN

CHRISTOPHER
STONE

PICTURE

GOLDEN DAWN

CONDESA DE
SASTAGO



EVERBLOOMING

GIANT SHRUB ROSES

Gruss an Teplitz

Huge scarlet-red blooms like these cover the Giant 6-foot plants all season. Plant 'em this Spring, and by late June you'll rub your eyes in amazement at how any one plant could be so beautiful! Huge bushes grow F-A-S-T . . . and become so loaded with stunning roses that you can hardly see the foliage. (Of course, they can die too! You've got to take care of 'em.)

"Gruss an Teplitz is absolutely the best of all roses for bold, striking garden decorations . . ." so say folks who have grown it right in their own gardens. You'll say the same thing when you see it.

**Top-Quality
Plants, Postpaid
Only**
\$1.50 each
3 for \$4.45
6 for \$7.95

**MORE
GIANT SHRUB
ROSES ON
PAGES 8 & 9**

GRUSS AN TEPLITZ

TURN TO PAGES
16-17 FOR COM-
PLET STORY
ON GUARANTEED
ED SCOFIELD
LIVING FENCES



**ACTUAL COLOR PHOTO OF A 15-YEAR-OLD
LIVING FENCE THAT HAS NEVER BEEN TRIMMED**